



# JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH (JETIR)

An International Scholarly Open Access, Peer-reviewed, Refereed Journal

## Prevention of the fake Websites for the People Welfare

Dr.S.MALATHI

Assistant Professor

Computer Science

Swami Dayananda College of Arts & Science

Manjakkudi

Tiruvarur

### Abstract

This era known as a globalization, privatisation, democratisation in which works, commitments, responsibilities, accountability and liability are done speedily through online process. Everyone wants to carry out and accomplish all their works so speedily without any delay through online website portal. There are lot of chances to make plunder particular person's work and needs in online website when it is found fake and forgery .Owing to fake website is available and established by some fake organiser which leads to spoil the career, needs and necessities of the people while they apply to attain something in the online websites. In this days population has been growing lot which makes every people to follow cross roots and short cut way to earn money ,property and success ,in which innocent ,ignorant and illiterate people's needs, welfares and necessities are hampered and ruined when their needs are cheated by the fake website makers. In present context needs, necessities and fundamental items of the people's are thoroughly stratified .In this activities website makers are trying and planning to thief and steal the wealth ,money ,knowledge and resources of the people who are applying or seeking their needs in the online websites.

Keywords: **Fake news, rumours, hearsay, dishonesty, misinformation and fake websites.**

### Profile

Among the speedy commerce, economic and marketing needs and needs are growing the fake website makers are found lot with an interest to fraud, robbery and confiscate of the needs

seekers from the different places. Since online frauds and cheating are happening, truth, genuine, honesty and belief of the people had on online works are slowly decreasing. At every moment and minutes people are getting fear and doubts when they transact, process, carry out and exchange of money and other items.

Since globalisation and e-commerce are introduced in all countries administration and governance ,online and websites are established and created massively and hugely for satisfy the needs of the people's expectations ,needs and necessities .In handling ,tackling and carrying all the vital tasks and works of the polity ,society and economics are thoroughly fulfilled and accomplished .Among these tasks are gradually makes website makers to look at money and gain at cross root level and short cut way without bothering and worrying people's welfare and expectations .

### **People's needs are multiplying fake websites**

As this study has been mentioned in above paragraph regarding ingenuine and immoral online cheating have been happening across the worked due to emerging large scale needs of the people. Every moment and minutes people are depending on the online truncations and process for fulfil their needs at all walk of life. Once upon time both male and female were believing and doing all their works through agricultural tools and manual forces ,reversely to those period in the present days people's needs and necessities are fulfilled by the online portal and websites ,without which time becomes nothing is possible and could do to achieve people's needs and necessities. Entire gamut of the global process, administration, governance, commerce and economical are underpinned, twined and linked with online sources and websites. Activities of the website and online process were good and future at the time of initiative and initial time, later on entirely was changed owing to the malpractices and forgery of the fake website makers and constructors. Beginning of the e-works and online works were comfortable to people's needs and necessities without any flaw and fraudulent activities .Massive expectations of the people continuously through online portal is making the website makers and constructors to cheat and deceive the demand makers and needs seekers.

### **Educators are the backbone of the online success and failure**

During the Vedic, indusvally and ancient periods people had been following morality ,ethics, honesty principles and genuine characters when they do business ,commerce ,speak ,chat, transact and exchange with their fellow being .There were progress ,developments, trust and worth in people's characters in terms of getting ,receiving and exchanging all types of needs

and necessities without any defects. Against and reverse to those years and stages ,in present days people are not worthy and transparent on their characters and attitudes when they become liable to other people in terms of receiving and getting financial assistances and helps. Words and promise of the people given to someone else are varied and changed when something is asked by the given person or creditor .The large scale corruptions and bribe and money earning desires of the present people across the society leads to snatch and steal the resources and money of the people ,this trend has been famous and prominent in online alone because all types of process and developments are happening and held on online process and channels .In this activities and process well educators are making website and constructing website for fetch or attract massive customers for fulfil their needs and demands ,after this gap and expectations constructing or making websites are found fake, was find out when people apply to various needs and necessities. In this process highly educated people and skilled person are involving toward making fake websites and also cheating the people by applying their technical knowledge for gain and earn money and profit.

### **In the following ways people are cheated by the well educators**

By using soft knowledge innocent people are cheated

Since usage of online service is largely increased people are cheated by the technical people

Through establishing or designing fake websites people's resources are exploited

Since government is giving permission without any restriction to create websites which leads to cheat and exploit the people's knowledge and resources

Since created websites are not examined properly by the verifying executives people are cheated when they access online supports

Since money tractions are happening lot through online which has made website creators to loot the people's money and resources.

Than educated people, well educated people in the field of technology and communications are leading to cheat the people when they access online resources or help

Since plenty of websites are opened to various purposes checking, preventing and examining fake websites are posing great challenges for the normally educated people.

## Major Problems of the fake Websites

False information is not new, however it has become a hot topic since 2017. Traditionally we got our news from trusted sources, journalists and media outlets that are required to follow strict codes of practice. However, the internet has enabled a whole new way to publish, share and consume information and news with very little regulation or editorial standards. Many people now get news from social media sites and networks and often it can be difficult to tell whether stories are credible or not. Information overload and a general lack of understanding about how the internet works by people has also contributed to an increase in fake news or hoax stories. Social media sites can play a big part in increasing the reach of these types of stories. Experts now recommend avoiding the term 'fake news', or at least limit its use, as the term 'fake news' is closely associated with politics, and this association can unhelpfully narrow the focus of the issue. The term 'false information' is preferable as it can refer to a diverse range of disinformation covering topics such as health, environmental and economics across all platforms and genres, while 'fake news' is more narrowly understood as political news stories. False information is news, stories or hoaxes created to deliberately misinform or deceive readers. Usually, these stories are created to influence people's views, push a political agenda or cause confusion and can often be a profitable business for online publishers. False information can deceive people by looking like trusted websites or using similar names and web addresses to reputable news organizations. Good Artist Copy, Great Artist steal." This quote fits perfectly with our topic today. Every company can't have a dedicated design and development team to make a unique website; one of the important reasons for this is, of course, the budget. Big brands can hire professionals to make a single page that will make a bigger impact. Small companies can learn from big brands and create similar-looking pages to boost their sales. In this digital age, we shamelessly steal great ideas to help us reach our goals. Whether you are planning to make a fake website for security reasons or got inspired by a store design and want a ditto website to boost your sales, these fake website templates will come in handy.

The best fake website templates are templates with unlimited customization options. Since fake websites include many variables, finding an exact match isn't that easy. Instead, you can choose a template that gives you unlimited customization options. Edit everything you want and make a website that inspired you. For example, you might be interested in making a food subscription box website like Bokksu, but you can't afford to hire a developer to make one. In our Shopify subscription themes list, you can find an exact copy of the Bokksu website. You can install the theme and get into your business. Now you know the intention

of this post, if you are a small business owner, these fake website templates can help you save some money.

There are manifold fraudulent and cheating activities in India since introduction of e-governance and globalization, which is leading all commerce, trade, import and export activities to develop all organization's goals and ambitions. For money, profit and gain purposes fake websites are used and constructed to cheat the customers in a short term, which is not known and visible to anyone else when they apply whether it is fake or real websites. In this time they tend to be cheated by the fake websites makers.

### **Information disorder**

Over the past few years, new terms have evolved that better describe the types of information being spread through various social media and news outlets. The term "fake news" has assumed a political cloak. It is now being used to antagonize, incite emotions, and prove a point without facts. Simply stating "fake news!" should not be the justification for a position. The problem also expands outside of news. Information is being manipulated and spread, sometimes benignly, sometimes maliciously. This information is being disseminated across all platforms, not just through news and media outlets but also social media and personal blogs. The meaning of "fake news" has gotten lost in this climate. The Council of Europe, in a 2017 report, categorized erroneous news as follows:

### **Misinformation**

False information shared by people or organizations who believe the information is true. The false information was not created to harm any person or organization deliberately. This information creates a false connection and has misleading content.

### **Disinformation**

False information knowingly shared to cause harm. This information is both false and dishonest. It uses false context, and fabricated, imposter, manipulated, and misleading content.

## Malinformation

Genuine information is shared to cause harm, often by moving information designed to stay private into the public sphere. This information is dishonest. The information itself is true, but it is used in a way to harm. It includes leaks, harassment, and hate speech.

## Government needs to check fake websites

No problem if anybody open their website according to their goal and ambitions ,it must be checked properly and purely whenever time comes to be checking ,authority in the concern field and area have to verify and examine the day today activities and process of the established websites for avoid unwittingly or likelihood to happen deceiving problems .without getting or receiving any commission and bribe officer must look into all the issues and actions of the established websites with an interest to rectify mistakes and also make people confident to do their work. Online work, process and nature of duty must be honesty and genuine in terms of attracting and informing people's needs and services without any confusion and bewilderment .In terms of managing, controlling and assessing all websites and online works government both central and state government need to check its functions with an interest to protect consumers, customers and online user's benefit.

## Bibliography

Diaz, S. A., & Hall, R. A. (2020). Fighting fake news: Inspiring critical thinking with memorable learning experiences. *College & Research Libraries News*, 81(5). <https://doi.org/10.5860/crln.81.5.239>

Inskeep, S. (2016, December 11). *A finders guide to facts*. NPR. <http://www.npr.org/2016/12/11/505154631/a-finders-guide-to-facts>

Kletter, M. (n.d.). *The importance of critical thinking in the age of fake news*. School Library Journal. <https://www.slj.com?detailStory=the-importance-of-critical-thinking-in-age-of-fake-news-webcast>

Kohnen, A. M. (2019). Teaching online research as a critical literacy skill. *English Journal*, 108(5), 25-30.

Machete P., Turpin M. (2020) The use of critical thinking to identify fake news: a systematic literature review. In: M. Hattingh, M. Matthee, H. Smuts, I. Pappas, Y. Dwivedi, & M. Mäntymäki. (eds) *Responsible Design, Implementation and Use of Information and Communication Technology*. Springer, Cham. [https://doi-10.1007/978-3-030-45002-1\\_20](https://doi-10.1007/978-3-030-45002-1_20)

Miller, M. (2019). *Fake news: Separating truth from fiction*. Twenty-first Century Books.

Pew Research Center's Journalism Project. (2018, June 18). *Can Americans tell factual from opinion statements in the news?* <https://www.journalism.org/2018/06/18/distinguishing-between-factual-and-opinion-statements-in-the-news/>

Motivated reasoning: "Tendencies to seek out, favorably evaluate, and preferentially remember information that is congruent with one's attitudes and beliefs, while being distrustful of evidence that runs counter to one's attitudes and beliefs" (Ecker & Ang, 2019)

Misperceptions: "Cases in which people's beliefs about factual matters are not supported by clear evidence and expert opinion" (Nyhan & Reifler, 2010)

Inoculation: "Preparing people for potential misinformation by exposing some of the logical fallacies inherent in misleading communications a priori." (Cook, Lewandowsky & Ecker, 2017)

Disinformation: "false information that is purposely spread to deceive people" (Lazer et al, 2018)

Echo Chambers: "A bounded, enclosed media space that has the potential to both magnify the messages delivered within it and insulate them from rebuttal" (Jamieson & Cappella, 2008)

Fake News: "fabricated information that mimics news media content in form but not in organizational process orientent" (Lazer et al, 2018)

Filter Bubble: "A situation in which algorithms inadvertently amplify ideological segregation by automatically recommending content an individual is likely to agree with" (Pariser, 2011, from Falxman, Goel & Rao, 2016)

Homophily: "The principle that a contact between similar people occurs at a higher rate than among dissimilar people" (McPherson et al., 2001)

Incidental exposure: "Encountering news and political information disseminated within social networks that [users] did not actively seek out, including information that disagrees with or challenges existing political attitudes" (Weeks et al, 201