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## Quick to Click: How Metavoicing Affordance Leads to Instant Sharing of Fake News

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### Abstract

**Objectives:** Our research examined the impact of metavoicing affordances (liking, commenting and sharing in social media) over user behaviour response of the instant sharing of fake news. Further, in this study, we have considered the roles of self-efficacy, user engagement and perceived user autonomy in shaping user response fake news.

**Methodology:** We carried out the quantitative study and collected 341 responses from social media users in Pakistan through cross-sectional survey. We collected the data through a structured questionnaire using Google forms. Structural Equation Modelling (SEM) was utilized for testing the hypotheses. Moreover, SmartPLS 4.0 tool was used for data analysis.

**Results:** The study validates that metavoicing positively influences both social media engagement and the instant sharing of fake news. Social media engagement mediates this relationship, while fake news self-efficacy reduces impulsive sharing behaviour. Perceived autonomy strengthens the connection between metavoicing and engagement. However, self-efficacy did not mediate the relationship between metavoicing, and instant sharing.

**Implications:** The findings suggested that social media platforms may design features to promote critical thinking and verification before sharing. Enhancing user's fake news self-efficacy and perceived autonomy could mitigate the instant propagation of fake News. Moreover, media literacy programs according to contexts are also crucial in reducing the impact of fake news.

**Novelty:** This research added fake news self-efficacy and perceived autonomy into the research framework and used SOR framework to explain fake news propagation. Furthermore our study also provide novel and unique insights in the context of Pakistan.

**Keywords:** Metavoicing, fake news, instant sharing, social media engagement and self-efficacy.

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## 1. Introduction

In contemporary fast-paced digital world, the social media platform stand as a powerful medium and transforming the ways we communicate, share information and connect with our social circle (Talwar et al., 2020). These platforms are now primary engagement and access the news for billions of people globally. However, the vast reach and rapid propagation of information on these platforms come with challenges and the most notably Fake news. It is classified as untrue or deceptive information that is presented with the intent to betray or cheat (Scheibenzuber et al., 2023). The rise of misinformation on social media poses significant risks, such as distortion of public understanding, raise societal polarization, and create doubt in legitimate sources of information (Al-Omouh et al., 2023). The spread of fake news on social media is driven by several factors. One of the main factors is platform design, which encourages user for longer engagement. Several studies have shown that the interactive features of social media platforms, such as liking, commenting, and sharing, play a key role in how users interact with content (Dutt, 2023). These one of these features is metavoicing affordances, which is the ability to quickly react to content through likes, shares, or comments. This affordance allows users to engage with information, often without critical consideration. Fake news often sensational and emotionally charged and tends to provoke impulsive reactions that increase the likelihood of to be shared than factual content fast and far (Anthonysamy & Sivakumar, 2024). The viral nature of fake news is closely tied to how users engage with it through this affordance. While previous studies have examined the motivations behind sharing fake news, however, few studies have investigated the influence of SM affordances over user behaviour toward fake news (Dai et al., 2024).

The interactive nature of social media platforms encourages impulsive behaviour, as users are frequently shown with content that elicits strong emotional responses (Talwar et al., 2019). This behaviour increases the risk of spreading fake news (Agissa & Mutia, 2024). The focus on instant sharing is mainly important because it reflects how social media affordances amplify the spread of fake news. Unlike previous studies that primarily focused on the psychological motivations for sharing fake news, our study shifts the focus to how specific platform affordances impact the actual user behaviour of instant sharing (Wisker, 2021). Moreover, users with high confidence in assess or identifying the fake content the chances for instantly sharing the fake news become less likely and vice-versa (Chen & Cheng, 2020). Despite its importance, few studies have examined self-Efficacy in the context of fake new sharing. Thus, we examined the concept of Fake News Self-Efficacy (FNSE) as mediator between metavoicing and instant sharing. This inclusion has provide a novel view on individual differences affect the chances of sharing false information (Lu et al., 2023). Furthermore, in Pakistan the political and social landscape is highly prone to emotionally driven content, mainly be misleading or false (Macarrón Máñez et al., 2024). The instant sharing of fake news pertaining to political events, national crises, or social controversies in Pakistan indicates the need for understanding the influence of metavoicing affordance over the user response of instant sharing the fake news (Sun et al., 2019; Yan et al., 2023).

In this research we have addressed several important gaps in the existing literature of user response toward fake news. Prior studies have found the impact of psychological motivations and for the intention to immediate sharing of false content in social media. However, the role of social media features was ignored, thus we endeavoured to examine the influence of

metavoicing affordance for altering the user behaviours. Further role of social media perceived autonomy in creating user engagement has not been studied sufficient (Shen et al., 2023). Even it is an important component for generating engagement as the users feel a greater sense of autonomy likely to engage more intensely with content. Secondly, social media affordances have been studied broadly and the specific influence of metavoicing affordances on fake news engagement and instant sharing behaviour remains unexplored (Gladkaya & Deters, 2024; Jia et al., 2024; Sun et al., 2024). Our study addresses this gap by focusing on how these affordances drive user response for sharing the false and fake content. Thirdly, efficacy of user is more important for dealing and assess the social media content, thus we examined the mediating role of self-efficacy between metavoicing and instant sharing behaviour and this addition provides a novel contribution to the literature. Further, we used the Stimulus-Organism-Response (SOR) framework to study the impact of external factors that cause internal reactions and evoke certain responses (Luqman et al., 2017; Tuncer, 2021). Thus using this framework in context sharing fake news in social media added new dimensions and provide novel insight for understating the complex phenomenon. Finally, Developing countries, particularly Pakistan, where the spread of fake news presents unique challenges due to socio-political factors and varying levels of media literacy (Arif et al., 2022). Therefore our study filled a cultural context gap and offer novel insights.

Our research offers significant contributions by addressing the aforementioned gaps. First, we proposed a new model that integrates metavoicing affordances, perceived user autonomy in social media, and fake news self-efficacy to explain phenomenon of user's behavioural responses toward share fake news in context of social media. Our research enlightens the importance of social media affordance for evoke instantly sharing response. Further, it also provides a guide to understand how features of social media platforms affects this behaviours. Secondly, the current research highlights the role of perceived user autonomy in using social media in creating lasting engagement, such as user feel more control over the content and deal with it according to own choice, thus it gratify certain need which create longer staying in social media. Thirdly, the inclusion of fake news self-efficacy demonstrates the importance of individual differences in determining whether users will share fake news impulsively. Fourth, the use of the SOR framework represents a significant theoretical foundation and offering a broad approach to understanding the cognitive and emotional processes involved in social media behaviour. Lastly, our research offers some valuable insights for developing nations like Pakistan for dealing with and behave and respond to the false content in social media. Further it also provide theoretical implications and offer certain significant practical recommendations for improving media literacy and developing strategies to reduce the effect of false news for users in social media.

## **2. Literature Review**

### **2.1. Theoretical foundation**

The S-O-R (Stimulus-Organism-Response) model was introduced by (Mehrabian & Russell, 1974). This model is a psychological framework that explains how external stimuli (S) affect an individual's internal cognitive or emotional state (O), which in turn influences their behavioural responses (R). For example the number of comment, like, and reactions (S) may

trigger an emotional or cognitive response (O), such as feeling validated the opinions expressed in the post. In turn, this internal state influences the behaviour by sharing it further (R) (Masoudi et al., 2019). The stimuli influence user engagement with content includes features like liking, commenting, and sharing and these features encourage the users to quickly react on content. This affordance acts as stimuli that initiate users' cognitive and emotional processes, reflected in their engagement with social media content (Kawaf & Giroto, 2024; Oz et al., 2024). The organism represents the engagement and fake news self-efficacy. User engagement evolved through the cognitive and emotional involvement of users in social media. The organism influences the user's responses as how actively they interact with content. Moreover, the fake news self-efficacy shows the users' confidence in detecting and resisting misinformation. The response arises from the interaction between external stimuli and the users' internal states (Yhee et al., 2024).

When exposed to metavoicing (engagement through comments, likes, or shares), users cognitively assess the credibility of the content, its alignment with their beliefs, and the potential social impact of engaging with or sharing it. Dual-process theories suggest that users may employ heuristic (quick, intuitive) or systematic (deliberative) reasoning (Dsouza & French, 2024; Lyu, 2024). Heuristic processing often leads to impulsive sharing, especially if the content aligns with pre-existing biases, while systematic processing may involve critical evaluation, reducing the likelihood of sharing fake news. Emotional arousal plays a critical role in shaping responses to social media content (Arif et al., 2022). Fake news often leverages emotionally charged content (e.g., outrage, fear, or humour) to provoke engagement. Metavoicing amplifies these emotions by validating or challenging users' perspectives. For instance, supportive metavoicing (e.g., likes or agreement) may boost confidence in the content's validity, triggering impulsive sharing. Conversely, critical metavoicing may evoke scepticism or anger, potentially leading to counter-arguing behaviours (Shen et al., 2023). These are internal states influenced by cognitive and emotional evaluations. Users with high self-efficacy are more likely to counter-argue against fake news, while perceived autonomy may moderate the extent to which emotional arousal drives impulsive behaviours. The SOR framework provides a thorough understanding of social media affordance metavoicing influence user engagement and behaviour for fake news sharing.

## **2.2. Sharing fake news in social media**

Social media has revolutionized how information is disseminated, making it a powerful tool for communication (Bahar & Hasan, 2024). However, its role in the spread of fake news has become a growing concern. Fake news is intentionally spread to deceive people, often through social media platforms. These platforms, with their wide reach and instantaneous nature, allow fake news to spread rapidly, influencing public opinion and even shaping political outcomes (Kabbaj, 2023; Lyu, 2024; Zozaya-Durazo et al., 2024). Past studies have highlighted the significant role social media plays in amplifying fake news. Nanath et al. (2022) found that false information spreads more quickly and to a larger audience than true news on platforms like Twitter. This is due, in part, to the echo chamber effect, where users are exposed to content that aligns with their beliefs, thus reinforcing misinformation. Vafeiadis and Xiao (2021) emphasized that social media users are more likely to share sensational stories without verifying their authenticity, contributing to the viral spread of fake news. Further, Kaur et al.

(2021) suggested that individuals often struggle to differentiate between true and false information, particularly when the fake news is emotionally charged.

### **2.3. Metavoicing**

Metavoicing affordance defined as “the interactive features on social media platforms that allow users to respond to content through actions such as liking, commenting, sharing, or reacting with emoji’s”. Metavoicing encourage users to engage with content quickly and easily, creating a sense of participation in online discussions (Nanath et al., 2022). However, the ease and imminence of metavoicing have raised concerns about its role in the spreading of false information in social media. Cotemporary studies haves shown that the simplicity of metavoicing often leads to impulsive behaviors. As (Shirsat et al.,2022) noted that the instant gratification of users receive from interacting with fake content fosters a reactive mind-set and with the easy features of social media also prioritize deep engagement. This likely result in users sharing fake news without fully checking its accuracy (Dsouza & French, 2024). The desire for social validation through likes and comments further exacerbates this behavior, as users are often motivated by the potential for immediate feedback from their networks. Moreover, (Zhou et al.,2023) found that fake news mainly provoke a stronger emotional reactions as compared to real news, thus user are likely share it more. This dynamic fosters an environment where fake news can spread more easily, without pause and verify the information before sharing it. Furthermore, (Rochlin,2017) argued that metavoicing encourages superficial involvement with content. Users are more likely to rely on intuitive and quick judgments rather than careful thought when interacting with emotional posts (Lambert et al., 2024; Lyu, 2024). Therefore, we hypothesized that:

**H1:** Metavoicing positively influences instant sharing.

### **2.4. Social media Engagement**

Past studies have revealed that features of social media (such as liking, sharing, tweeting, and reaction over post etc.) produces engagement, particularly around fake news content. According to (Cabiddu et al.,2014) that metavoicing encourages active participation and prioritizes emotional responses over reflective consideration. This type of impulsive engagement fosters environments where fake news thrives, as users are less likely to evaluate the credibility of information when engaging emotionally (Lu et al., 2023). Moreover, (Meier&Peters, 2023) suggested that features like sharing, liking reaction over the post not only increase the engagement but also shapes the patterns of user behaviour of instant sharing. Various studies noted that users engage with content and this interaction is often rewarded by social validation, such as likes or comments etc. (Shu et al., 2017). Further this creates a feedback loop that encourages users to share content more quickly due to positive reinforcement from their network. Besides, the emotional, sensational and provocative nature of fake news makes it more likely to attract metavoicing behaviours induce more reactive response of user in social media (Peterson, 2020). Therefore, the role of engagement with fake news content is significant it serves as a bridge to instant sharing of false content. moreover, (Omar et al., 2024) demonstrated that users who frequently engage with fake news are most likely to share it impulsively without verifying its truthfulness. This arises from a shift in behaviour where the act of engagement becomes habitual, reinforcing the notion that content which garners attention or reactions is valuable, irrespective of its veracity (Ye et al., 2024). The instantaneous nature of metavoicing fosters an environment where sharing fake news

becomes almost automatic, as users prioritize engagement over authenticity. [Issue: Potential 2024 in citation.]

Moreover, (Omar et al., 2024) argued that engagement transforms metavoicing from a simple interaction into a more significant behavioural pattern to contribute to its dissemination (Abbasi et al., 2023). Further the emotionally charged fake news strengthen the engagement and increase instant sharing in social media. This mostly happened in the content of. Additionally, (Meier & Peters,2023) highlighted with the passage of time and engagement with dubious content the user feel normal about the behaviour of sharing misinformation in social media. The past researchers further argued that the emotional satisfaction fulfilled in desire to participate in further sharing with the content to their online social circle (Lew & Flanagan, 2024; Meier & Peters, 2023). Critically, (Choi et al., 2024) emphasize that The more users engage, the more they are likely to share, thereby accelerating the cycle of misinformation spread (Scheibenzuber et al., 2023). Therefore, we hypothesized that:

**H2:** Metavoicing positively effects social media engagement.

**H3:** Social media engagement positively impacts instant sharing.

**H4:** SM engagement mediate the relationship between metavoicing and instant sharing.

## **2.5. Fake new self-efficacy**

Self-efficacy is the belief in one's capability to perform actions required to achieve specific outcomes. In the context of social media, self-efficacy relates to users' confidence in their ability to critically assess and respond to information, including identifying and countering fake news (Bandura, 1978; Hopp, 2022). Recent researches have examined that the social media fosters engagement but often fails to develop critical thinking skills needed to evaluate content (Agissa & Mutia, 2024; Batchelor, 2017). In the context of fake news, metavoicing holds unique significance. It represents an immediate and accessible form of engagement that can amplify, challenge, or otherwise influence the spread of information. Given the algorithms that prioritize engagement metrics, such as likes and comments, metavoicing can significantly impact the virility of both accurate and false information (Roldán-Pérez et al., 2022; Sun et al., 2020). By focusing on metavoicing, this study aims to unpack how users' engagement behaviors contribute to the broader ecosystem of information propagation and correction on social media. (Staniewski & Awruk ,2022) found that self-efficacy acts as a cognitive filter which reduce the impulsive sharing of fake news, suggesting that. These users are more likely to critically assess the reliability of content prior to sharing it. Further, (Zhou et al.,2023) argue that self-efficacy introduces a level of skepticism that slows down the instant sharing behavior.

The higher the user's confidence in detecting misinformation, the less likely they are to engage in the rapid, emotionally-driven sharing behavior encouraged by metavoicing. Moreover, (Zozaya-Durazo et al., 2024) emphasize that while metavoicing increases user interaction and engagement, however it does not directly derive the dissemination of fake information if self-efficacy is present. Self-efficacy acts as a buffer, weakening the direct influence of metavoicing on sharing behavior. (Khan et al., 2023) found that users who were able to detect misinformation effectively were more likely to pause and reflect, interrupting the automated flow from engagement (via metavoicing) to instant sharing. This intervention suggests that enhancing users' ability to evaluate content critically can disrupt the harmful

cycle of engagement and impulsive sharing that contributes to the sharing of fake news. Therefore, we hypothesized that:

**H5:** Metavoicing positively influences fake news self-efficacy.

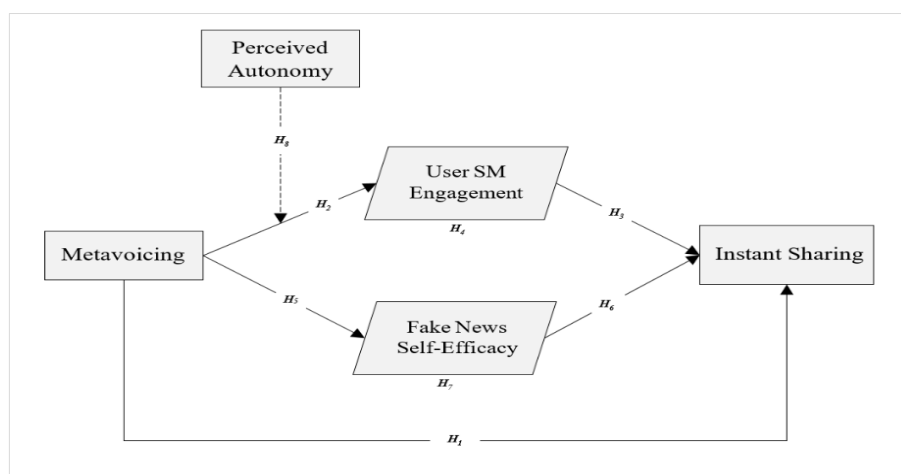
**H6:** Fake news self-efficacy negatively influences instant sharing.

**H7:** Fake news self-efficacy mediates the relationship between Metavoicing and instant sharing.

## 2.6. Perceived autonomy

Autonomy refers to the perception of having control over one's actions and decisions. On social media, perceived autonomy is associated with users' sense of freedom to engage with or resist content, influencing behaviours such as sharing or counter-arguing against fake news (Shen et al., 2023). User perceived autonomy in using social media features has a significant influence how individuals engage in content. (Lai & Cai, 2023) argued that when users feel more control on using social media features there are more chance for staying longer within the social media (Thorjussen, 2023). The use have more control over using social media feature such as liking, sharing, retweeting or reaction over post the more likely to spend greater time in social media. Further users feel more empowered in their decisions to engage or disengage in social media if they experience higher autonomy. According to (Yin et al., 2023) , the user autonomy encourages more frequent and extensive engagement with content. Moreover, (Lu et al., 2024) assert that perceived autonomy not only encourages engagement but also strengthens the connection between social media features and engagement. Existing research have highlighted that as users sense more in control of the narrative they are helping to shape, even when that narrative involves fake news (Kawaf & Giroto, 2024). For example, users who believe they identify fake news by their own evaluation instead of external influence they are more likely to stay longer within that social media post. Furthermore, (Jia et al., 2024) found that users with higher autonomy often overestimate their ability to distinguish fake news from legitimate content. As a result, they may engage more frequently with fake news under the belief that they are sharing valid information (Liu et al., 2024). Consequently, we hypothesized that:

**H8:** Perceived autonomy moderates the relationship between metavoicing and social media engagement, such that higher perceived autonomy strengthens this relationship.



**Figure 1: Research framework**

### 3. Methodology

In our study we used the cross-sectional survey design, as this method has ability to offer accurate insights for the attitudes, opinions, and actions of individuals (Bryman & Bell, 2011). Similarly, the data were collected using Google forms. The online questionnaire was separated into two parts. In first part we collected the demographic detail of the respondents. While in second part, we defined the fake news and collected the response of users over research model. They scales of the variables sourced from credible and validated studies. The scale of Instant Sharing adapted from (Zhou et al.,2023), Fake News Self-Efficacy from (Hopp, 2022), Engagement in Social Media from (Hollebeek et al.,2014). Moreover, the scale of perceived autonomy adapted from (Zhou et al., 2023) and Metavoicing from (Dong & Wang, 2018). Further, to calculate the minimum sample size for our study, we utilized the G\*Power tool (Kang, 2021). G\*Power is usually suggested for social and behavioral researches. We followed the parameters suggested by the F. (Hair Jr et al., 2014) (Power = 95%, effect size = 0.15, and five predictors) hence G\*Power suggested that 138 is the minimum sample for our study.

We used purposive sampling for data collection from young participants from Islamabad and Rawalpindi, Pakistan, based on specific criteria (e.g., participants must belong to Generation Y or X and actively use social media). The purposive sampling has capacity to locate the respondents based on the objective and selection criteria (Hair et al., 2011). This approach enabled us to select active Pakistani social media users, particularly those from Generations Y and X, who were likely to provide relevant and meaningful insights. The inclusion of individuals from these younger generations was justified by their easy access to smartphones. The applications selected for this study, Facebook and Instagram, were chosen due to their widespread use and large user bases, reflecting their popularity in the region. We distributed Google form link, contain the online questionnaire, to the target audience through social media platforms. The period of data collected between April 2024 and May 2024. In total we collected 361 responses. After review only 341 valid responses were carried for further analysis. Table-1 shows the summary of demographic detail of respondents, which includes 58% male respondents and 49% aged 25-34.

**Table 1. Demographic Detail of respondents**

Profile	Group	Frequency	Percentage (%)
<b>Gender</b>	Male	198	58.06
	Female	143	41.94
	<b>Total</b>	<b>341</b>	<b>100.00</b>
<b>Age</b>	18-24	89	26.10
	25-34	166	48.68
	35-44	86	25.22
	<b>Total</b>	<b>341</b>	<b>100.00</b>
<b>Education</b>	Intermediate or below	31	9.09
	Graduation	158	46.33
	Masters	99	29.03
	M. Phil/MS/Ph.D	53	15.54

	<b>Total</b>	<b>341</b>	100.00
<b>Profession</b>	Businessperson	11	3.23
	Government job	57	16.72
	Private Job	137	40.18
	Freelancing	72	21.11
	Unemployed/Student	64	18.77
	<b>Total</b>	<b>341</b>	100.00
<b>Monthly Income</b>	Under Rs.15,000	16	4.69
	Rs.15,000-Rs.29,999	32	9.38
	Rs.30,000-Rs.49,999	107	31.38
	Rs.50,000-Rs.74,999	136	39.88
	Rs.75,000-Rs.99,999	26	7.62
	Rs.100,000-150,000	14	4.11
	Over Rs.150,000	10	2.93
	<b>Total</b>	<b>341</b>	100.00
<b>Most Favourite Social Media</b>	Facebook	63	18.48
	WhatsApp	51	14.96
	Twitter	75	21.99
	Instagram	88	25.81
	Snap chat	64	18.77
	<b>Total</b>	<b>341</b>	100.00
<b>Frequency of Social Media Use per day</b>	less than Hour	45	13.20
	1-2 hours	97	28.45
	3-4 hours	104	30.50
	more than 5 Hours	95	27.86
	<b>Total</b>	<b>341</b>	100.00

The results from table 1 show that the majority of participants were graduation-level education (~46%) and worked in private jobs (40%). Monthly incomes predominantly ranged from Rs.30,000 to Rs.74,999 (~71%). Instagram emerged as the most favoured social media platform (~26%), while 3-4 hours of daily social media usage was the most common (~30%). We collected the data from a single source. Therefore testing the common method bias (CMB) was very essential prior to further analysis (Podsakoff et al., 2003). To address potential CMB we calculated the variance inflation factor (VIF) analysis (MacKenzie & Podsakoff, 2012). The results shows that our data has no issued pertain to CMB, the reason being values of VIF were in the acceptable range i.e. below 3.3 (refer table-2).

## 4. Results

### 4.1. Measurement Model

The results indicate that all measures fall within acceptable ranges or exceed minimum thresholds. The all the values of outer loadings are above 0.70 (Hair et al., 2011) (refer table-2). This validates that the scales represent their associated constructs. The results show that scale is meaningful in explaining the relationship. Further the values of Cronbach's Alpha are

demonstrating the internal consistency among the items. Moreover all the values are above the acceptable range of 0.70 (Stratford, 1989). This consistency is important as it checks that the items reliably measure the intended constructs (Hair et al., 2016). The values of Composite Reliability corroborates that the variables of our model are ensuring that our measurement model remains robust and dependable (F. Hair Jr et al., 2014). Furthermore, to check the CMB we analyzed the VIF. The values of VIF are below 5.0, further these values are indicating that multicollinearity does not prevail in among the constructs. Keeping multicollinearity under control is important for maintaining the validity of our results. Thus, the results are ensuring that multicollinearity remains low, we present more reliable and unbiased estimates of these relationships.

**Table 2: Results of measure model**

<b>Construct</b>	<b>Item</b>	<b>Outer Loadings</b>	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>	<b>variance inflation factor (VIF)</b>
<b>Instant Sharing</b>	INS1	0.724	0.815	0.828	1.405
	INS2	0.780			1.772
	INS3	0.751			1.577
	INS4	0.703			1.475
<b>Fake News Self-Efficacy</b>	FNSE1	0.805	0.832	0.837	1.619
	FNSE2	0.773			2.209
	FNSE3	0.742			1.814
	FNSE4	0.764			1.791
<b>Perceived Autonomy</b>	AUT1	0.810	0.713	0.733	1.556
	AUT2	0.802			1.931
	AUT3	0.791			1.708
	AUT4	0.774			1.664
<b>Metavoicing</b>	META1	0.834	0.874	0.878	1.396
	META2	0.815			1.618
	META3	0.762			1.383
	META4	0.745			1.282
	META5	0.731			1.297
<b>Engagement</b>	ENG1	0.843	0.767	0.779	1.481
	ENG2	0.822			1.790
	ENG3	0.804			2.050
	ENG4	0.781			1.513

The results in the table-3 indicated that the values of AVE are greater than 0.50. these values showing a strong convergent validity for the constructs (Hair et al., 2016). This means that the items have explained more than half of the variance of respective variable. The studies suggested that values of AVE above 0.50 is important as it ensures that our model's constructs are well-represented by their indicators (Fornell & Larcker, 1981). Furthermore, table-3 shows that values of Heterotrait-Monotrait Ratio (HTMT). The values are below 0.85. These values confirming that constructs have no issue of multi collinearity(Henseler et al., 2015). The results

ensured that each construct in our model measures a unique aspect of the phenomenon under study.

**Table. 3: Heterotrait-Monotrait Ratio**

Construct	Average Variance Extracted (AVE)	INS	FNSE	AUT	META	ENG
INS	0.594					
FNSE	0.671	0.745				
AUT	0.644	0.682	0.452			
META	0.625	0.693	0.689	0.773		
ENG	0.639	0.813	0.708	0.361	0.782	

*AUT=Autonomy, ENG= Engagement, FNSE=Fake News Self-Efficacy, IS=Instant Sharing and META=Metavoicing*

#### 4.2. Structural Model

To test the hypothesis, we utilized the Structural Equation Modeling (SEM) statistical technique. This technique is appropriate to analyze the relationships between multiple variables simultaneously. Further, SmartPLS 4.0 tool for data analysis. Further we have applied bootstrapping with 5,000 samples to ensure robustness in the results. The table -4 show that the coefficient of R<sup>2</sup> of social media engagement is 0.495, indicating that 49.5% of the variance efficacy is explained by the predictors in the model. Besides the coefficient of fake news self-efficacy the value of R<sup>2</sup> is 0.593, meaning 59.3% of the variance in FNSE is explained by the predictors in the model. Lastly, value of R<sup>2</sup> 0.631 of instant sharing, show that 63.1% of the variance in instant sharing behavior is explained by the combined effects of social media engagement and fake news self-efficacy. These values demonstrate the model's strong predictive power across all constructs.

**Table. 4: Coefficient of determination**

Construct	R <sup>2</sup>
SM Engagement	0.495
Fake news self-efficacy	0.593
Instant Sharing	0.631

Table -4 shows the results of structural model. The H1 posits that metavoicing positively influences instant sharing of fake news ( $\beta = 0.195$ , a t value -2.849, and p value=0.004, the results indicate that H1 is supported. Similarly, H2 positing that metavoicing positively affects social media engagement, ( $\beta = 0.180$ , t value = 3.307, and p value = 0.001) thus the H2 is accepted. Further, H3 suggested that social media engagement positively impacts instant sharing of fake news, the results are significant and shows that H3 is accepted ( $\beta = 0.212$ , t value = 4.112, and p value = 0.000). Furthermore, H4 hypothesizing that social media engagement mediates the relationship between metavoicing and instant sharing. The results supported the significance of H4 ( $\beta = 0.235$ , a t value = 2.876, and p value = 0.004). Additionally, H5 show metavoicing positively influences fake news self-efficacy. The results supported the significance of H5 ( $\beta = 0.222$ , t value= 4.076, and p value = 0.000). H6 proposed that fake news self-efficacy negatively influences instant sharing of fake news. The results supported the significance of H6 ( $\beta = 0.378$ , t value= 7.947, and p value=0.000). H7

hypothesized that fake news self-efficacy mediates the relationship between metavoicing and instant sharing. However, the results did not support and show H7 is insignificant ( $\beta = -0.015$ ,  $t$  value= 0.210, and  $p$  value=0.833). Lastly, H8 posited that perceived autonomy moderates the relationship between metavoicing and social media engagement, such that higher perceived autonomy strengthens the relationship. The results supported the significance of H8 ( $\beta = 0.336$ ,  $t$  value= 7.999, and  $p$ -value=0.001).

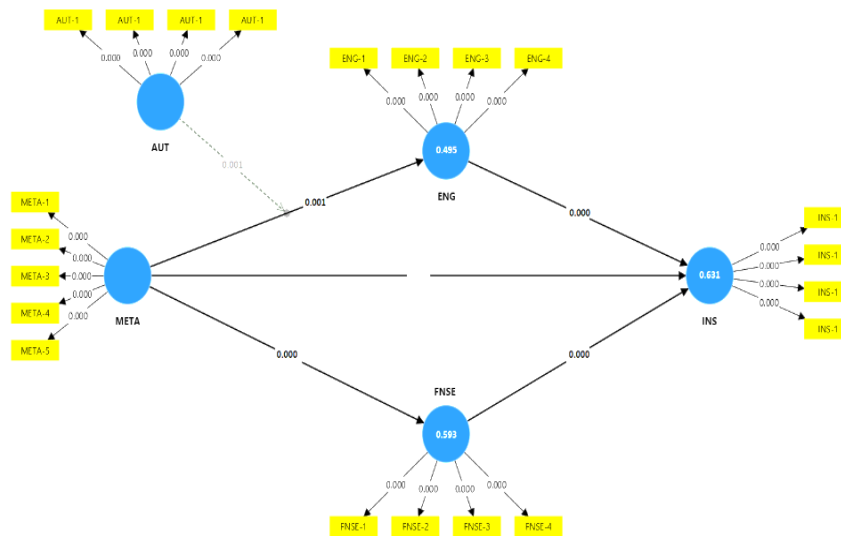
**Table- 5: Results of structural model**

Hy	Path	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values	Result
H1	META → INS	0.195	0.196	0.069	2.849	0.004	Supported
H2	META → ENG	0.180	0.181	0.054	3.307	0.001	Supported
H3	ENG → INS	0.212	0.213	0.052	4.112	0.000	Supported
H4	META → ENG → INS	0.235	0.220	0.082	2.876	0.004	Supported
H5	META → FNSE	0.222	0.224	0.054	4.076	0.000	Supported
H6	FNSE → INS	0.378	0.381	0.048	7.947	0.000	Supported
H7	META → FNSE → INS	-0.015	-0.008	0.074	0.210	0.833	Not Supported
H8	META → ENG x AUT	0.336	0.337	0.042	7.999	0.001	Supported

## 5. Discussion On Results

The hypotheses of this study are largely supported by the data. Several important trends have been emerged in the results. Firstly, metavoicing was shown to positively influence the instant sharing of fake news (H1). This suggests that users who actively participate in online discussions in the social media such as like share retweet etc. the user are more likely share of content regardless the accuracy. Additionally, metavoicing has positive influence over the social media engagement (H2). The results show that individuals involved in such online interactions tend to engage more with social media platforms. These results are consistent with much of the existing literature. Prior studies have established the role of social media features

in increasing user engagement (Cao et al., 2021). Critics argue that metavoicing can lead to echo chambers, where users predominantly interact with like-minded opinions, potentially amplifying the spread of misinformation rather than mitigating it (Gómez et al., 2019). This phenomenon may undermine critical engagement and reinforce cognitive biases among users. Furthermore, excessive metavoicing might result in ‘engagement fatigue,’ where users become desensitized to frequent participatory actions, diminishing their effectiveness over time (Perera et al., 2023).



**Figure 2: Structural model with results**

However, the connection between metavoicing and the instant share of fake news adds a new dimension to this understanding. While some studies have suggested that increased engagement likely enhance deep thinking and lessen the sharing of news. Our findings indicate that active participation through metavoicing can also lead to impulsive behaviors like instant sharing. Furthermore, results show that user engagement has impact on the instant sharing (H3). This indicated that the more users engage on social media, the quickly they share content. Social media engagement also mediated the relationship between metavoicing and the sharing of fake news (H4). Results indicating that metavoicing may lead to increased fake news sharing indirectly by encouraging higher social media engagement. The relationship between social media engagement and fake news sharing aligns with findings from (Sakas et al.,2023), who found that increased time spent on social media correlates with a higher likelihood of engaging in behaviors like sharing without verification.

Findings noted that user who participate in online discussions feel more confident in their ability to discern and handle fake news (H5) (Armutcu et al., 2023). Besides the users who partake in online discussions feel more confident in their ability to share content impulsively. Further, users who are more confident in identifying fake news are less likely to share it (H6). The mediation effect of fake news self-efficacy (H7) was not significant. It suggests that the ability to share fake news did not directly change the effect of metavoicing on user sharing behavior. Moreover, the role of fake news self-efficacy in reducing fake news sharing are consistent with the study of (Zhang et al., 2024).

They argued that users with high self-efficacy are more likely to ponder over before the content sharing. Meanwhile this confidence does not necessarily translate into behavioral change. Moreover, insignificance of relationship suggested that cognitive awareness of fake news alone does not alter the behavior driven by metavoicing. Furthermore, it is worth considering that self-efficacy, as a psychological construct, may not be a sufficient predictor in environments where the rapid spread of Fake News and the complex nature of fake news require not only personal belief in one's abilities but also external factors such as social influence, cognitive biases, and emotional responses.

These factors may diminish the role of self-efficacy in guiding user behavior in the context of fake news. Moreover, the findings suggested that the perceived autonomy found to strengthen the relationship between metavoicing and social media engagement (H8). When users feel a sense of control over their online actions in social media, they are more likely to engage deeply with social media following metavoicing behaviors in context of fake news. The findings are aligned with the past studies (Gkikas et al., 2022). This finding suggests that users who feel more autonomous in their online actions are more likely to engage meaningfully on social media, an insight that aligns with self-determination theory (Omar et al., 2021). Further, the moderating effect adds to existing literature by emphasizing the role of individual psychological factors in shaping online behaviors. In the context of Pakistan, the findings of this study hold significant relevance due to the country's fast growing social media usage, besides increasing issue of fake news sharing. The role of fake news self-efficacy in reducing the sharing of fake news also offers an important insight for Pakistan, where digital literacy is still developing. Educating people to better recognize fake news could be an effective strategy to curb the issue. However, the finding that fake news self-efficacy does not mediate the relationship between metavoicing and fake news sharing suggests that even if Pakistani users are aware of fake news. They may still share it due to emotional or social pressures.

## **5.1. Implications**

The findings of our study offer important insights to both theoretical and practical disciplines of social media behavior and fake news sharing.

### **5.1.1 Theoretical Implications**

Our study contributes to understand the social media affordance, underlined how metavoicing (liking, commenting, and sharing etc.) influences user responses for instant sharing of fake news. Past studies have focused on psychological drivers for sharing fake news. However, our findings highlighted the significant role that platform features play in shaping impulsive behavior. This extends the application of the SOR (Stimulus-Organism-Response) framework to social media communications. The results are suggesting that metavoicing acts as a stimulus that encourages instant and often gullible responses. Secondly, the findings of mediation role of social media engagement provides a novel dimension on user interaction on platforms drives content spreading. This mediation effect suggested that user engagement doesn't just passively reflect content consumption. However, it actively contributes to spreading fake news. This shapes the existing engagement theories by demonstrating that the intensity of social media engagement likely to impact the quality of information shared. Thirdly the role of fake news self-efficacy is additional significant theoretical contribution.

Our findings suggested that user confidence in identifying fake news serves as a protective factor against fake news propagation. However, the lack of a mediation effect between metavoicing and instant sharing implies that self-efficacy alone may not be sufficient to curb impulsive behavior. Further, user of developing countries, like Pakistan have less confidence to detect the fake news. They mainly rely on the trends and majority opinion. Fourthly, we highlighted the moderating role of perceived autonomy in strengthening the relationship between metavoicing and social media engagement. Our finding contributes to the self-determination theory. The theory posits that user with higher perceived control over their actions are more likely to engage meaningfully with content. This has theoretical implications for understanding user engagement on social media platforms. The platform designs likely to enhance or weaken a sense of autonomy and leading to different engagement outcomes. Finally, the use of the SOR framework in our study contributes a new perspective to fake news research. The framework's helpful in linking external stimuli (metavoicing) with internal cognitive responses (engagement and self-efficacy) and subsequent behavior (instant sharing). Further it offers a comprehensive approach to understanding the different factors influence user actions on social media.

### **5.1.2 Managerial/Practical Implications**

From practical point of view, the insights from this research provide valuable directions to managers and policymaker. Social media platforms may use the findings of this research to redesign user interface features that encourage more critical engagement. Metavoicing affordances (liking, commenting, retweeting and sharing) arise the impulsive behavior. Platforms may introduce friction points, such as fact-check reminders or prompts to verify information before sharing. For policymakers working to curb the propagation of false information about them, they may enhance users' fake news self-efficacy in priority. Our findings have shown that individuals with higher confidence in identifying false news may not share it in social media. In Pakistan, where media literacy levels vary, tailored digital literacy programs could make a substantial impact on user behavior. Further, the perceived autonomy enhances social media engagement offers practical insights for platform managers. Platforms may foster more thoughtful and responsible content sharing by creating environments where users feel more in control of their action. For example, provide users more control over their news feeds or allowing more personalized engagement settings could promote a sense of ownership. Further this may leads to more deliberate and critical sharing behavior, particularly concerning fake news. Moreover, since the instant sharing of fake news is linked to platform affordances. Thus, regulations may require platforms to incorporate features that promote transparency and reduce the visibility of potentially harmful content. Furthermore, encourage platforms to partner with fact-checking organizations could create a safer and more trustworthy online environment. Moreover, the insights of our study may help Organizations could develop protocols for quickly addressing misinformation and engaging with users in ways that counter impulsive sharing. Organizations can influence the conversation and help reduce the spread of fake news before it escalates.

### **5.2. Limitation and Directions for future research**

Our study offer significant and novel insights and fill important gaps in the existing literature, however there are several limitations as well and open avenues for future research. First, we relied on self-reported data, which might create bias. Hence future studies may

combine self-reported data with real-time behavioral data to offer a more accurate picture of SM engagement and sharing behavior. Second, the study has been conducted in Pakistan, which has limited the generalizability of the findings of our study in other cultural contexts. Hence future research could replicate the study in other regions to explore how cultural and political factors influence fake news engagement. Third, the focus on metavoicing affordances (liking, commenting, and sharing) does not account for other platform features, such as algorithm-driven content delivery, which may also influence the propagation of fake news. Expanding the study to include these features would offer a more comprehensive view of how social media design impacts user behavior. Fourth, this study examines perceived autonomy and fake news self-efficacy but does not consider other factors like confirmation bias or political ideology that might influence user engagement. Finally, the cross-sectional design captures behavior at a single point in time; longitudinal research could provide insights into how user behaviors evolve over time, particularly in response to media literacy interventions or changing social dynamics.

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