

## **Social media use and the proliferation of fake news during the COVID-19 pandemic in Botswana: the archives and records management dilemma**

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### **Abstract**

**Purpose-** To assess the impact of the proliferation of fake news through social media during COVID-19 pandemic on archives and records management in Botswana.

**Design/methodology/approach** – This is a conceptual paper which adopts the qualitative research approach. Documentary review on fake news, Coronavirus Disease 2019 (COVID-19), archives and records management and social media is used to collect data for the paper.

**Findings-** The main findings were that even though Botswana appreciate social media platforms as they enable easy access to information, these platforms make them more susceptible to fake news and intolerance. This situation has led Botswana to legislate some laws to try to curb the spread of fake news. The paper also established that the digital era has made it difficult for records professionals to identify and preserve authentic records for evidential purposes. As a result, and particularly due to COVID-19, automation of the records manual processes through the use of modern smart technologies has become inevitable for organisations in the country. Consequently, there is need for continuous training of the archives and records personnel.

**Research limitations/implications-** The findings of this paper are limited to the reviewed literature on Botswana and may not be generalised to other situations.

**Practical implications-** Findings of this study could assist archivists and records managers in their professional decisions during the post-truth era. The results points to the importance of the preservation of the authenticity and integrity of records.

**Keywords:** archives, COVID-19, fake news, records management, social media

### **1.0 Introduction**

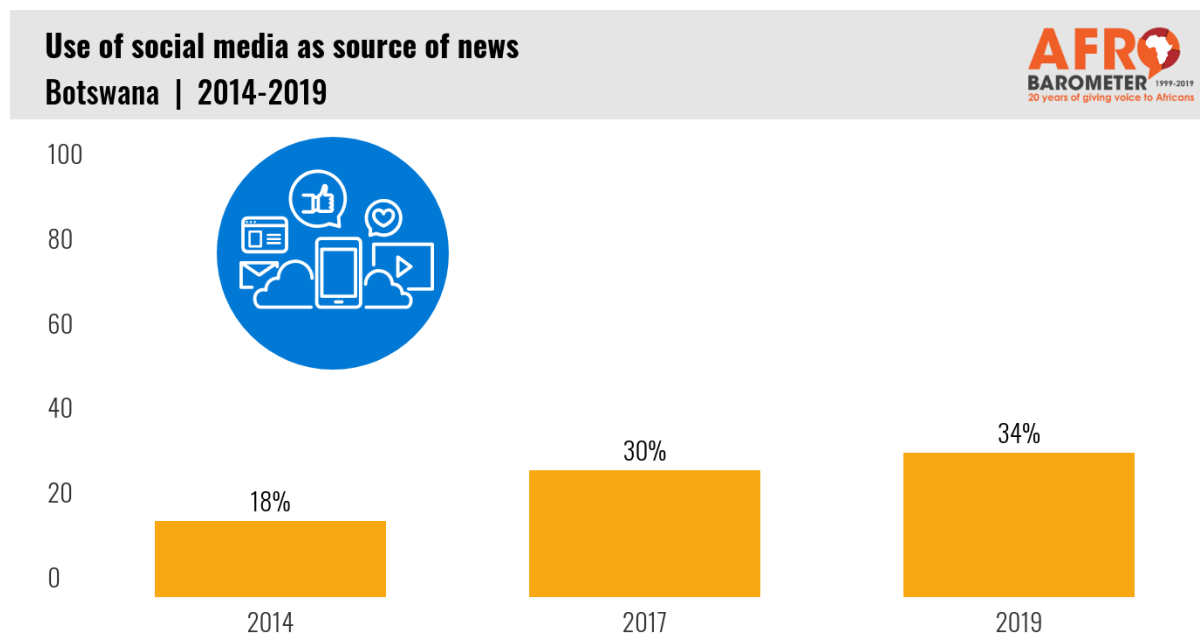
The literature on information and records management always underscore its importance for all business operations even for individual lives. Information and records are used by organisations to make informed decisions and hold governments accountable. In today's era of social networking, the way information is captured, processed, used, and accessed has

changed. Social media platforms allow for communication, regarded as liquid communication (Mosweu and Ngoepe, 2018) to easily move beyond the control of the creator. Liquid communication is the type of communication that can easily go back and forth between the participants involved and is therefore difficult to control (Mosweu and Ngoepe, 2018; Mosweu, 2019b; Mosweu and Ngoepe, 2020). Thus, this era of post-truth, fake news also called misinformation and disinformation, calls for a paradigm shift in the management of information and records. Evans (2017) argues that the issue of fake news had continued to increasingly tarnish the image of social media. This is explained further by Duranti (2017) that increased online connection has led to a situation where falsehoods and incorrect information circulate mainly through social media at unimaginable rates. A study done by Chiridza, Yorodani, Sigauke and Katsaruware (2016) in Zimbabwe which sought to establish what Zimbabwean youths were doing on social media particularly on WhatsApp, found that although WhatsApp was useful and an affordable communication platform, it was used for spreading insults, jokes, and hoax among other unpalatable. This is further stressed by Mugari (2020) who posits that social media platforms in Zimbabwe have been used to spread fake news intended to cause panic, political conspiracy and other social ills. The question now becomes “How do we maintain the authoritative role of records as evidence in the digital era?” As in other countries, it has been established that most government departments in Botswana now use social media to interact with citizens as part of the delivery of public services (Mosweu and Ngoepe, 2018). Hence this paper seeks to assess the impact of the proliferation of fake news through social media during COVID-19 pandemic on archives and records management in Botswana.

## **2.0 Contextual Background**

The use of social media platforms in Botswana has increased in recent years due to an enabling Information and Communication Technology framework in the country (Mosweu, 2019b; Sunday Standard Reporter, 2016; Masilo and Seabo, 2015, Statistics Botswana, 2014; Batane, 2013). There were 100 million social media users in Botswana by January 2020 (Kemp 2020). The same author further highlights that the number of social media users in Botswana has increased by 96 thousand (+11%) between April 2019 and January 2020 with social media penetration at 43% in January 2020. Furthermore, the 2020 Afrobarometer survey indicates that the use of social media in Botswana has doubled over the past five years where more than a third of the population now use Facebook, Twitter, WhatsApp, or other

social media every day as sources of news (Afrobarometer, 2020). Figure 1 shows use of social media as source of news Botswana between 2014 and 2019.



**Figure 1: Use of social media as source of news Botswana, 2014-2019 (Source Afrobarometer 2020).**

The use of social media has both the good and the bad consequences. Franks (2010) argues that the emergence of social media tools have resulted in organisations actively exploring ways to capitalise on the popularity of these tools to collaborate and to engage citizens and stakeholders. In addition to that although it is evident that the benefits of social media platforms have resulted in more organisations adopting and using social media to reach out to customers, most of these organisations do not have proper measures in place to manage the resultant records (Franks, 2010; Mosweu, 2019a). In Botswana, records management processes in organisations and across government are still largely manual. Even for those that have implemented electronic systems, the systems run parallel with the manual systems. Despite some improvements over the years in the management of records in the Botswana, research undertaken by different scholars showed that the management of records in Botswana was not satisfactory and fell below the recommended records management standards (Mosweu and Ngoepe, 2021; Keakopa, 2018; Kalusopa and Ngulube, 2012). The question now facing records managers and archivist is how to manage records in the era of social media and fake news. It has been argued that the rise of fake news is an indication of the erosion of the long-standing institutional protections against misinformation in the internet age (Thorson, Watts, Jonathan, Metzger, Nyhan, Pennycook, Rothschild, Schudson,

Sloman, Sunstein, Lazer, Baum, Benkler, Berinsky, Greenhil and Menczer, 2018). This has not escaped the archives and records management profession.

### **3.0 Literature review**

The concept of fake news, prevalent in the era of post-truth, has been defined as fabricated information that mimics news media content in form but not in organizational process or intent (Thorson, Watts, Jonathan et al., 2018). Duranti (2018) asserts that the term post-truth which was coined in 1992, has risen in use since the 2016 European Union referendum in the United Kingdom and the United States' presidential election. Duranti (2018) argues that the term relates to a rise of anti-intellectualism that is undermining faith in the professional integrity of all knowledge fields and in the value and authority of records and archives as sources. On the other hand, Rubin (2019) argues that the library and information science and technology literature should not be overlooked in finding solutions to disrupting disinformation and misinformation epidemic, since much of the conceptual work in this inherently interdisciplinary field pre-dates the general public's greater awareness of the issue of disinformation and misinformation.

A study by Freckelton (2020) notes the eruption of quackery during the 1889–1892 Russian Flu and the 1918–1920 Spanish Flu and the emergence during 2020 of false claims during the COVID-19 pandemic. It identifies consumer protection strategies and interventions formulated during the 2020 pandemic. Using examples from the United States, Japan, Australia and the United Kingdom, it argues that during a pandemic there is a need for three responses by government to the risks posed by conspiracy theories and false representations: calm, scientifically-based messaging from public health authorities; cease and desist warnings directed toward those making extravagant or inappropriate claims; and the taking of assertive and well publicised legal action against individuals and entities that make false representations in order to protect consumers rendered vulnerable by their emotional responses to the phenomenology of the pandemic.

Ho, Chen and Yen (2020) examined the socio-demographic profiles of participants receiving different information sources and the impact of various COVID-19-related information sources on public worry.. The results show that the most common sources of COVID-19-related information were internet media (80.52%), traditional media (52.62%), family members (24.36%), co-workers (23.57%), friends (21.08%), academic courses (20.18%), and medical staff (19.03%). The study also found that the COVID-19-related information from

traditional media, internet media, and friends was associated with higher current worry (the unstandardized regression coefficient,  $B$ , ranged from 0.27 to 0.30), and the information from friends was associated with higher past worry ( $B$  was 0.18). In contrast, participants who received information from academic courses had lower past worry and anticipated worry ( $B$  ranged from  $-0.15$  to  $-0.17$ ). The study concluded that academic courses may play a protective role in public worry during the pandemic. Therefore, academic courses and the information they provide may help facilitate public education and reduce public worry in cases of infectious disease outbreaks.

Rubin (2019) undertook a conceptual study which offers an interdisciplinary perspective on the current state of disinformation and misinformation in the digital era. It took disinformation and misinformation as a socio-cultural technology-enabled epidemic in digital news, propagated through social media. The findings, showed that the susceptible hosts were information-overloaded, time-pressed news readers lacking media literacy skills; and the conducive environments were polluted poorly regulated social media platforms that propagate and encourage the spread of various “fakes.” (Rubin 2019)

Igbinovia, Okuonghae and Adebayo (2020) did a study to examine the effect of Information Literacy Competency (ILC) in curtailing the spread of fake news among Library and Information Science (LIS) undergraduates in Nigeria. The study revealed that the students had high level of ILC ( $x = 3.42$ ), and there was low prevalence level of COVID-19 pandemic fake news ( $x = 2.35$ ) among them. The major causes of COVID-19 fake news were too much information in circulation concerning COVID-19 ( $x = 3.44$ ) and the resultant inability to discern or spot fake news from verified and authentic news ( $x = 3.28$ ). The study also revealed that ILC had a significant effect in curtailing the spread of COVID-19 fake news with a grand mean of 3.28 against the criterion mean of 2.5. It is implied that LIS undergraduates are educationally position to acquire ILC which is crucial to their identification of fake news and helps to curtail its spread. The study reinforces the need to enhance structures that flags fake news on social media platforms and integrating IL into schools' curriculum at all levels.

These studies, though outside the ambit of archives and records management highlights the dangers of fake news amongst the public and suggests possible mitigations such as education and structures that flags fake news on social media. Although there is a lot of literature from other fields on COVID-19, fake news and social media, this paper did not find much

literature on the same with regards to archives and records management. This signals the need for imperative studies on fake news as well as COVID-19 and archives and records management especially in Africa and particularly in Botswana.

#### **4.0 Methodology**

This paper adopted a qualitative research approach using documentary review method to collect the necessary data to assess the impact of the proliferation of fake news through social media during COVID-19 pandemic on archives and records management in Botswana. Walliman (2011) alludes that documents are secondary sources in the form of non-written and written materials. The same author further explains that written materials may include organisational records communications and publications of all kinds while non-written materials include television and radio programmes as well as all types of audio visual materials. In line with this understanding, this paper reviewed reports, research articles, online sources, social media sites, newspapers, legislation and policies on fake news, COVID-19, archives and records management and social media to collect data. The data collected was analysed thematically as it is the norm with qualitative data analysis (Yin, 2011).

#### **5.0 Findings and Discussions**

This section presents the findings and discussions of the paper.

##### **5.1 The proliferation of fake news through social media during COVID-19 pandemic in Botswana**

The COVID-19 pandemic spread rapidly as did COVID-19-related information on diverse media platforms (Ho,Chen and Yen, 2020). This situation have resulted in widespread concerns about the propagation of a diverse array of forms of false information online in relation to COVID-19 (Freckelton, 2020; Ho,Chen and Yen, 2020). While the word ‘fake news’ was popularized in America when Donald Trump assumed the American presidency, it also spread across the world, reaching Botswana. As far back as 2017, before COVID-19, incidents of fake news were reported in the country, the then President of Botswana Sir Seretse Khama Ian Khama was reported to have said fake news was invented in Botswana by the local media. He accused some of the local media spreading fake news in the name of

selling their newspapers and press freedom (Gabathuse, 2017). Another example in 2018 where Dipholo (2018) reported that allegations of the murder of a Zimbabwean man in Tutume village spread like veld fire on social media instigated by pseudo accounts on social media. There were reports in 2017 that the Government was clinching close to regulating the use of social media and cyberspace through the amendment of the Cyber Crime Act Electronic Evidence Act to ensure that criminal offences committed using social media can be adequately prosecuted. Though the government denied attempting to stifle freedom of expression or encroach on people's privacy, the government admitted to cracking down on fake news and abuse of cyber space (Ontebetse, 2017).

Now with the outbreak of the novel corona virus, incidents of fake news became rampant and frequent in the country as everyone wanted to be the first to break the news on the new virus. COVID-19, which was first discovered in Wuhan, China in December 2019 (World Health Organisation, 2020), was first registered in Botswana in April 2020 (Reuters, 2020, Sunday Reporter, 2020). The Sunday Standard Reporter (2020) states that in the week the COVID-19 positive cases were registered, fake news about COVID-19 in Botswana were spreading disinformation about the pandemic. The same source further reports that by the last week of April 2020, some opposition party members were charged with publishing statements with intent to deceive the citizens about COVID-19 infection. Another example is reported by Mkhutshwa (2020) reports the detainment of two men on separate occasions over the weekend after they spread fake news and a false audio, that later circulated on social media.

A survey done by Afrobarometer (2020) reports that even though most citizens in Botswana praise social media as helping make them better informed, more effective citizens, most also believe it makes people more susceptible to false news and intolerance. This is corroborated by a poll done by the United Nations (2020) in Botswana where of the 779 people who responded out of 813 polled, majority of them (37%), said their negative experience on the internet was fake news, followed by inappropriate material a 24% , others 16%, 13% cyber bullying and the rest 9% was cyber fraud. This shows how citizens are also concerned about the proliferation of social media as it is not easy to discern what fake information from the truth is.

Like other African countries such as South Africa and Zimbabwe who have legislated some laws to try to curb the spread of fake news (The Standard, 2020, Committee to protect journalists, 2020), Botswana also had to do the same amidst concerns of increased misleading

information on social media (APA News, 2020, Botswana Communications Regulatory Authority, 2020). Botswana became the second country in the region after South Africa to resort to the court in a bid to clamp down on the COVID-19 disinfodemic (Sunday Standard Reporter, 2020). To try to address the spread of fake news during COVID19, the government of Botswana came up with the Statutory Instrument No. 61 of 2020, Emergency Powers (COVID-19) Regulations, 2020 which have been used together with other laws such as the Cybercrime and Computer Related Crimes Act to prosecute offenders. The Botswana Communications Regulatory Authority (2020) which is mandated to regulate the communications sector in Botswana issued a Public Notice in March 2020 when the country started to register its first case of COVID-19 warning that it is an offence to publish, forward or create false information using online platforms under legislative instruments such as the Communications Regulatory Authority Act and the Penal Code. The Notice stated that:

“The public is further advised to be wary of misleading advertisements from unscrupulous people who take advantage of the uncertainty and desperation caused by the COVID-19 pandemic. These delinquent individuals scam and cheat unsuspecting consumers with online products and services that:

- Use names, logos and addresses similar to those of online platforms of known public authorities, official experts and international bodies alleging that they have endorsed a product or service without providing hyperlinks or references to official documents;
- Make claims of scarcity or limited quantities of a product or a service to get consumers to buy without due care;
- Collect personal data promising free data, airtime, or even money in exchange for free information updates on Corona Virus;
- Quote doctors, health professionals, experts or any other officials whose identities and credentials cannot be easily verified as having endorsed that a particular product is able to treat or prevent COVID-19 virus or any other illness;
- Show prices that are unusually higher than those of similar products to justify allegations of the product’s ability to treat or stop COVID-19 infection; and
- Use language or images which directly or indirectly suggest that a product can prevent or cure COVID-19 infection (Botswana Communications Regulatory Authority, 2020).



Regulations, such as this one by the Botswana Communications Regulatory Authority, shows how governments had to legally respond to COVID-19 demands. In a manner that affects the way people associate and transact. The field of archives and records management is not spared of these changes. The following section looks into the way COVID-19 pandemic has impacted archives and records management in Botswana.

## **5.2 The impact of COVID-19 pandemic on archives and records management in Botswana**

Records and information professionals have seen themselves grappling with new technologies and COVID-19 pandemic in their endeavour to capture and preserve, and make available documentary materials of long-term value (essential evidence) to the organization or public that the archives serve. With reference to libraries, Chisita (2020) argues that COVID-19 provides an opportunity for them to reassert their role as indispensable institutions in the fight against an “infodemic or information disorder” or what he calls “Covidinfo-deluge”. It has been relatively easy for them to undertake these duties in the traditional way of archival practice. Since the digital era, it has been not easy for records professionals to identify and preserve authentic records for evidential purposes (Franks, 2010; Begum, 2015; Duranti and Rogers. 2014; Ngoepe, 2017). Now with the advent of social media and the proliferation of fake news, they face the dilemma of discerning truth from fake when deciding what to preserve (Duranti, 2018). Franks (2010:6) posits that records created using social media tools raise many questions: What records should be kept? Should material created by non-government employees be included? What are the appropriate timeframes for long-term preservation of online records? How can limited resources best be used to deal with increasingly limitless online content? Duranti (2018) posits that records, their creation, maintenance and preservation are falling victim to politicians and administrators who fear being held accountable for their actions which bring the role of archives and records management as sources into question. This is unlike in the library field where Rubin (2019:1015) is of the view that the current atmosphere of institutional trust erosion due to the use of social media platforms, libraries still manage to retain their reputation as patrons still customarily turn to library resources for their decision-making to support on many life matters.

In archives and records management, as per the International Records Management Standard, ISO 15489:2016, for a record to be considered authoritative evidence of business events or transactions and to fully meet the requirements of the business, it should possess the characteristics of authenticity, reliability, integrity and usability. Duranti (2018) suggests

records and archives professionals should identify the capabilities of existing technological tools such as e-discovery, machine-learning tools, visual analytics tools in the assessment of records' evidential capacity, traceability of data to their record sources, and evaluation of the reliability and authenticity of donated materials, and recommend their use in the design and management of records systems amongst other options. The advent of COVID-19 has highlighted the records management as critical in the government operations. For the government to make decisions, they need to rely on information or records, likewise, for citizens to make authorities accountable, access to records becomes central. The government of Botswana in this regard had to issue a Circular Savigram through the Department of Public Service Management on the 9th April 2020, with the title Public Service Lockdown Guidelines which listed Records officers as one of the basic critical services to ensure the administrative functioning of the public service during COVID-19 lockdown.

With COVID-19, automation of the manual processes through the use of modern smart technologies becomes a necessity for any organisation. As COVID-19 requires officers at some instances to work from home, records may be created in somewhat informal systems such Zoom and Microsoft Teams which may not necessarily interoperate with the organisational system. The resultant liquid communication which can easily go back and forth between the participants involved needs to be captured and managed accordingly. Records managers should be in a position to assist in capturing this information through organisational systems as it is their duty to safeguard organisational records regardless of the format (ISO 15489:2016). Duranti (2018) advises that countries should have determined effort by governments, the media and the public to store, provide access to and/or use as verifiable evidence the records and archives residing in trustworthy systems designed according to professionally established requirements. The same source further argues that would enable citizens to trace claims, news, and information affecting their lives to such sources, and will guide records, archives, and media professionals in ensuring the proper contextualisation of all data.

Observers have said COVID-19 is forcing us to move quickly into the 4<sup>th</sup> Industrial Revolution. Artificial intelligence and Block chain technologies are some of the technologies that are now increasingly being adopted to manage records to reduce the risk of contracting the virus. These technologies proved to facilitate quick decision-making processes necessary during a pandemic like COVID-19. Additionally digitisation of records has become inevitable for organisations during these times. In this way, records personnel would not have

to bear the burden of handling records by hands and risking contacting the virus. Digitisation goes hand-in hand with the provision of online services. COVID-19 forces organisations to interact with their clients and partners online. The provision of online services also reduces exchange of papers between the clients and officers. To implement these require a technology-savvy Records manager. Thus Records managers need to update their skills to avoid the temptation of leaving everything to the IT officers. Evidence has shown that in Botswana, the management of digital records are informed by methods and policies that were developed for paper records yet the generation and use of digital records are informed by industrial trends and by computer and data methods. This calls for Records managers in this era to have up-to-date skills such as on information management systems, e-records (EDRMS, metadata management, records systems integration), adaptive classification and automatic archiving system, cloud-computing, artificial intelligence and block chain. Duranti (2018) is of the view that records professionals internationally are collaborating in the production of requirements, tools and methods, as well as shared guidelines, to ensure people's ability to access, if not the truth, complete factual information based on authentic, accurate and reliable sources in context for an effective records and archives system controlled by experts in computational archival science.

Furthermore, records management is a legislative requirement. For the Botswana environment, there are legislations such as the National Archives and Records Services Act of 1978 (amended in 2007), the Cybercrime and Computer Related Crimes Act of 2007(Amended 2010, 2017), Electronic Records (Evidence) Act of 2014, Electronic Communications and Transaction Act of 2014 and Data Protection Act of 2018 among others. These laws and others not mentioned here provide a legal environment that supports and protects information and records management as well as online interactions. The way COVID-19 contact tracing registers are designed for example has implication on the protection of personal data. As a result, records management policies on how personal information should captured, processed, used, and accessed need to be amended or updated for compliance purposes.

## **6.0 Conclusion**

This paper has established the increased use of social media platforms has impacted the field of archives and records management. The proliferation of fake news through social media platforms makes the duty of a records manager very difficult. The COVID-19 pandemic has

affected the capture, use and preservation of the social media content which puts a country like Botswana at risk of losing its digital heritage. As a result, there is need for relevant authorities and the records management professionals to adjust the sails of the Records Management ship by adopting advanced technologies to ensure the preservation of trustworthy records. This would entail continuous training for records managers to the up to date with the disruptive technologies. Furthermore, there is still need for more research to address changes brought about by new technologies such as social media in the field of archives and records management.

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