

The Himalayan Sentinel: Synthesizing Indian Knowledge Systems (IKS) with Algorithmic Fact-Checking in Hindi Digital Journalism

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Abstract: *The rapid expansion of digital communication technologies has transformed Hindi journalism into one of the most influential mediums of information dissemination in India. While digital platforms have enhanced public access to news, they have simultaneously intensified the spread of misinformation, fake news, algorithmic bias, and declining public trust in media institutions. These challenges are particularly significant in linguistically diverse and culturally sensitive regions where misinformation can adversely affect social harmony, democratic discourse, and indigenous knowledge systems. This study explores the potential of integrating Indian Knowledge Systems (IKS) with artificial intelligence-driven algorithmic fact-checking to develop an ethical and culturally responsive framework for Hindi digital journalism. Adopting a qualitative and analytical research design, the study relies on secondary sources, including scholarly literature, books, policy reports, and documented case studies on digital journalism, misinformation, artificial intelligence, and Indian epistemology. The paper critically examines the ethical principles of Satya (Truth), Pramana (Evidence), Lokmangal (Public Welfare), and Naitikata (Ethics) and analyses their relevance in addressing contemporary challenges posed by algorithm-driven news ecosystems. Based on the synthesis of existing literature, the study proposes the Himalayan Sentinel Model, a conceptual framework that combines indigenous ethical values with AI-assisted fact-checking mechanisms to strengthen media credibility, promote algorithmic accountability, and enhance media literacy in Hindi journalism. The study concludes that technological innovation alone cannot effectively combat misinformation unless supported by culturally grounded ethical principles. The proposed framework contributes to contemporary discussions on responsible digital journalism by offering a uniquely Indian perspective on ethical AI, media governance, and democratic communication.*

Keywords: Hindi Digital Journalism, Indian Knowledge Systems, Artificial Intelligence, Algorithmic Fact-Checking, Fake News, Media Ethics, Vernacular Journalism, Media Literacy

1. Introduction

The digital transformation of journalism has fundamentally reshaped the production, distribution, and consumption of news across the globe. In India, the rapid growth of internet connectivity, affordable smartphones, and social media platforms has significantly expanded the reach of Hindi digital journalism, enabling millions of users from urban, semi-urban, and rural communities to access information instantly. Digital journalism has democratized communication by providing diverse voices with greater visibility and reducing dependence on traditional print and broadcast media. However, the same technological advancements have also accelerated the spread of misinformation, fake news, manipulated visual content, and algorithmically amplified narratives, thereby posing serious challenges to journalistic credibility and democratic discourse.

The proliferation of misinformation through platforms such as WhatsApp, Facebook, YouTube, Instagram, and X (formerly Twitter) has emerged as one of the most pressing concerns in contemporary media studies. Unlike traditional journalism, digital platforms often prioritize engagement-based algorithms that reward sensational, emotional, and polarizing content, irrespective of its factual accuracy. Consequently, false narratives spread more rapidly than verified information, influencing public opinion, electoral behaviour, social harmony, public health, and national security. The challenge becomes even more complex in

regional-language journalism, where linguistic diversity, limited fact-checking infrastructure, and varying levels of digital literacy create favourable conditions for the rapid circulation of misinformation.

Artificial Intelligence (AI) has increasingly been adopted to combat digital misinformation through automated fact-checking systems, natural language processing, machine learning algorithms, image verification, and deepfake detection technologies. These technological innovations have significantly improved the speed and efficiency of content verification. Nevertheless, AI-driven systems continue to face challenges relating to algorithmic bias, limited contextual understanding, inadequate representation of regional languages, and insufficient consideration of cultural nuances. Consequently, technological interventions alone are insufficient to establish an ethically responsible digital media ecosystem.

Indian Knowledge Systems (IKS) provide a valuable philosophical foundation that can complement technological advancements in journalism. Rooted in centuries of intellectual traditions, IKS emphasizes **Satya (Truth)**, **Pramana (Evidence)**, **Tarka (Reasoning)**, **Lokmangal (Public Welfare)**, and **Naitikata (Ethics)** as fundamental principles governing knowledge creation and communication. Unlike purely technological approaches, Indian epistemological traditions view communication as a moral and social responsibility intended to promote truth, harmony, and collective welfare. These principles remain

highly relevant in addressing contemporary concerns regarding misinformation, ethical journalism, and responsible media governance.

Although considerable research has examined digital journalism, artificial intelligence, misinformation, and media ethics independently, relatively few studies have attempted to integrate indigenous ethical traditions with contemporary AI-driven verification mechanisms. This study seeks to address this gap by proposing the **Himalayan Sentinel Model**, a conceptual framework that synthesizes Indian Knowledge Systems with algorithmic fact-checking to strengthen ethical decision-making, media accountability, and democratic communication in Hindi digital journalism. The proposed framework aims to demonstrate that the future of responsible journalism lies not merely in technological innovation but in the harmonious integration of advanced verification systems with culturally rooted ethical values.

2. Literature Review

The rapid expansion of digital journalism has transformed the media landscape worldwide, fundamentally altering how information is produced, disseminated, and consumed. In the Indian context, this transformation has been particularly significant for Hindi journalism, which has evolved from a predominantly print-based medium into a dynamic digital communication ecosystem. According to **Ninan (2007)**, the emergence of Hindi digital journalism has expanded democratic participation by enabling wider access to information beyond metropolitan centres. Similarly, **Kumar (2010)** observed that technological advancements have diversified news dissemination channels, allowing journalism to reach previously underserved populations. Complementing these observations, **Parthasarathy (2009)** argued that the digital revolution has redefined the traditional role of journalists by encouraging participatory communication, thereby transforming audiences from passive consumers into active contributors to the news ecosystem.

While digital transformation has democratized access to information, it has simultaneously intensified the spread of misinformation and weakened conventional editorial gatekeeping mechanisms. **Thakurta (2012)** emphasized that increasing commercialization and competition within digital media have adversely affected journalistic ethics by prioritizing speed over accuracy. Building upon this argument, **Udapa and Pohjonen (2019)** demonstrated that misinformation in India is closely associated with linguistic diversity, political polarization, and emotional mobilisation, particularly across regional-language platforms. Their findings suggest that misinformation circulates more rapidly in vernacular digital spaces where systematic fact-checking mechanisms remain comparatively underdeveloped. Extending this discussion, **Verma (2020)** highlighted the influential role of social media algorithms in amplifying sensational and emotionally engaging content, often at the expense of factual reporting. Collectively, these studies indicate that technological expansion has simultaneously enhanced information accessibility while creating unprecedented challenges for journalistic credibility.

Recognising these challenges, researchers have increasingly explored Artificial Intelligence as a potential solution for combating misinformation. AI-enabled technologies such as machine learning, natural language processing, automated claim verification, image authentication, and deepfake detection have substantially improved the efficiency of digital fact-checking. **Bhattacharya et al. (2021)** argued that AI-based verification systems can successfully identify manipulated digital content; however, their effectiveness remains constrained by limited linguistic datasets, algorithmic bias, and inadequate contextual understanding of regional languages. Likewise, **Joshi (2022)** acknowledged the growing significance of AI-assisted fact-checking in vernacular journalism but cautioned that excessive dependence on algorithmic decision-making may reduce transparency and reinforce technological centralisation. These studies collectively demonstrate that although AI significantly enhances verification efficiency, technological interventions alone cannot ensure ethical journalism unless they are supported by culturally informed frameworks capable of addressing linguistic and social diversity.

The limitations of technology-centric approaches have renewed scholarly interest in ethical frameworks rooted in indigenous knowledge traditions. Indian Knowledge Systems have historically regarded communication as a moral obligation guided by truth, evidence, rationality, and public welfare. **Radhakrishnan (2008)** explained that Indian philosophy considers knowledge meaningful only when it contributes to individual and societal well-being. Expanding upon this philosophical perspective, **Sharma (2018)** argued that ethical communication within Indian traditions emphasises accountability, compassion, and collective responsibility rather than merely transmitting information. These perspectives suggest that Indian epistemological principles remain highly relevant for addressing contemporary concerns surrounding misinformation, ethical journalism, and public trust in digital communication.

Although previous scholarship has substantially contributed to understanding digital journalism, misinformation, artificial intelligence, and media ethics, these domains have largely been investigated independently. Existing studies primarily focus either on technological solutions for misinformation detection or on philosophical discussions of ethical communication. Consequently, limited attention has been devoted to integrating Indian Knowledge Systems with AI-driven fact-checking frameworks specifically within the context of Hindi digital journalism. This conceptual disconnect presents a significant research opportunity. The present study attempts to bridge this gap by proposing the **Himalayan Sentinel Model**, which integrates indigenous ethical values with algorithmic verification mechanisms to establish a culturally grounded framework for responsible, transparent, and accountable Hindi digital journalism.

3. Research Gap

The existing body of literature provides valuable insights into digital journalism, misinformation, artificial intelligence, and Indian ethical philosophy. However, these studies largely examine these domains independently.

Research on AI primarily focuses on technological efficiency, whereas studies on Indian Knowledge Systems emphasise ethical communication without exploring their applicability to algorithm-driven journalism. Furthermore, limited scholarly attention has been given to the integration of indigenous ethical values with AI-enabled verification systems in regional-language journalism, particularly Hindi digital media. Consequently, there remains a significant theoretical and conceptual gap regarding the development of a culturally grounded framework capable of combining technological innovation with ethical accountability. The present study addresses this gap by proposing the **Himalayan Sentinel Model**, which synthesises Indian Knowledge Systems with algorithmic fact-checking to promote responsible, transparent, and socially accountable Hindi digital journalism.

Significance of the Study

This study contributes to the growing discourse on digital journalism by introducing a novel conceptual framework that integrates Indian Knowledge Systems with artificial intelligence-driven fact-checking. Unlike existing studies that examine technology and ethics separately, the present research demonstrates how indigenous philosophical principles can strengthen algorithmic accountability and ethical decision-making in digital journalism. The proposed framework is expected to benefit journalists, policymakers, media educators, AI developers, and researchers by providing culturally relevant strategies for combating misinformation in regional-language media. Moreover, the study contributes to the broader objective of promoting responsible journalism, enhancing media literacy, strengthening democratic communication, and preserving India's rich intellectual traditions within contemporary digital ecosystems.

4. Objectives of the Study

The present study aims to:

- 1) To examine the transformation of Hindi journalism in the digital era.
- 2) To analyse the challenges posed by misinformation and fake news in Hindi digital media.
- 3) To evaluate the relevance of Indian Knowledge Systems in promoting ethical journalism.
- 4) To examine the role of Artificial Intelligence and algorithmic fact-checking in combating digital misinformation.
- 5) To develop a conceptual framework integrating Indian Knowledge Systems with AI-enabled verification mechanisms for responsible Hindi digital journalism.
- 6) To propose the **Himalayan Sentinel Model** as a culturally grounded approach to ethical and accountable digital journalism.

5. Research Methodology

The present study adopts a **qualitative, analytical, and descriptive research design** to examine the integration of Indian Knowledge Systems (IKS) with Artificial Intelligence (AI)-based algorithmic fact-checking in Hindi digital journalism. Since the study seeks to explore theoretical relationships between ethical communication principles and

emerging digital verification technologies, a qualitative approach is considered most appropriate for understanding the conceptual dimensions of the research problem.

The research primarily relies on **secondary data** collected from authentic academic sources, including peer-reviewed journal articles, books, conference proceedings, government reports, policy documents, media reports, and published research on digital journalism, misinformation, artificial intelligence, media ethics, and Indian Knowledge Systems. Literature from communication studies, journalism, philosophy, information technology, and media governance has been systematically examined to develop a multidisciplinary understanding of the subject.

A **comparative analytical method** has been employed to evaluate the similarities and differences between traditional Indian ethical principles and contemporary AI-enabled fact-checking mechanisms. The study analyses how the principles of **Satya (Truth)**, **Pramana (Evidence)**, **Lokmangal (Public Welfare)**, **Naitikata (Ethics)**, and **Samvada (Dialogue)** correspond with various stages of algorithmic verification such as source authentication, claim verification, transparency, accountability, and public engagement.

To strengthen conceptual understanding, documented case studies of misinformation circulated through Hindi digital platforms have also been examined through secondary sources. These cases provide insights into the limitations of existing algorithmic systems and highlight the necessity of integrating culturally rooted ethical principles into technological interventions.

The study follows the following research framework:

Identification of the Research Problem → Review of Existing Literature → Identification of Research Gap → Comparative Analysis of IKS and AI Fact-Checking → Development of the Himalayan Sentinel Model → Interpretation and Conclusions

Since the research is conceptual in nature, no human participants were directly involved. Therefore, ethical concerns related to primary data collection were not applicable. Nevertheless, the study follows academic integrity by relying only on credible published literature and ensuring appropriate citation of all scholarly sources.

6. Scope of the Study

The present study focuses on the ethical and technological challenges of Hindi digital journalism within the broader context of India's rapidly evolving digital media ecosystem. It specifically examines the relationship between misinformation, Artificial Intelligence-based verification systems, and Indian Knowledge Systems.

The research is limited to conceptual and qualitative analysis and does not evaluate the technical performance of specific AI software or fact-checking algorithms. Similarly, the study does not conduct audience surveys or newsroom observations. Instead, it develops a theoretical framework

that may guide future empirical investigations into AI-assisted ethical journalism.

The findings may also be relevant to other Indian regional-language media systems facing similar challenges related to misinformation, digital literacy, and algorithmic accountability.

7. Research Design

Component	Description
Research Type	Qualitative
Nature of Study	Analytical and Descriptive
Research Design	Conceptual Framework Development
Sources of Data	Secondary Data
Method-	Comparative Content Analysis
Area of Study	Hindi Digital Journalism
Focus	AI Fact-checking + Indian Knowledge Systems
Outcome-	Himalayan Sentinel Model

8. Analytical Framework

The study is guided by two complementary dimensions.

Dimension I – Indian Knowledge Systems

- Satya (Truth)
- Pramana (Evidence)
- Tarka (Reasoning)
- Lokmangal (Public Welfare)
- Naitikata (Ethics)



Dimension II – Artificial Intelligence

- Natural Language Processing
- Machine Learning
- Image Verification
- Deepfake Detection
- Automated Claim Verification



Integrated Ethical Journalism Framework



Responsible Hindi Digital Journalism



Media Accountability • Public Trust • Democratic Communication

The Himalayan Sentinel Model (Expanded)

The Himalayan Sentinel Model: An Integrated Framework for Ethical Hindi Digital Journalism

The **Himalayan Sentinel Model** represents the principal conceptual contribution of this study. The model proposes that the future of responsible Hindi digital journalism should not rely solely upon technological innovation but rather upon the harmonious integration of Artificial Intelligence with India's indigenous ethical traditions. The metaphor of the "Himalayan Sentinel" symbolizes vigilance, resilience, cultural continuity, and protection against emerging informational threats.

Unlike conventional algorithmic fact-checking models that primarily evaluate factual accuracy through computational

methods, the Himalayan Sentinel Model incorporates ethical decision-making as an equally important component of the verification process. The model recognizes that misinformation is not merely a technological problem but also a social, cultural, and moral challenge requiring both computational intelligence and ethical reasoning. The model consists of four interrelated dimensions.

Dimension 1: Ethical Foundation (Indian Knowledge Systems)

The first layer consists of ethical principles derived from Indian Knowledge Systems.

- **Satya (Truth):** Ensures factual accuracy.
- **Pramana (Evidence):** Encourages evidence-based verification.
- **Lokmangal (Public Welfare):** Prioritizes social harmony.
- **Naitikata (Ethics):** Promotes fairness and accountability.
- **Samvada (Dialogue):** Encourages transparency and public participation.

These principles collectively establish the moral foundation of responsible journalism.

Dimension 2: Intelligent Verification Layer

The second layer integrates Artificial Intelligence technologies.

These include

- Machine Learning
- Natural Language Processing
- Automated Fact Checking
- Reverse Image Search
- Deepfake Detection
- Source Authentication
- Metadata Analysis

Together, these technologies enhance verification speed and accuracy while reducing misinformation.

Dimension 3: Editorial Accountability

The third layer emphasizes human oversight.

Journalists perform

- Editorial verification
- Ethical review
- Source validation
- Context verification
- Cultural interpretation

Human judgment ensures that algorithmic outputs remain socially responsible.

Dimension 4: Public Trust

The final outcome is

- Responsible Journalism
- Public Confidence
- Democratic Communication
- Media Literacy
- Cultural Preservation

Thus, technology and ethics function as complementary rather than competing systems.



Figure 1: Conceptual Framework of the Himalayan Sentinel Model

Expanded Findings

The analysis reveals that the rapid expansion of Hindi digital journalism has significantly increased public access to information while simultaneously creating an environment conducive to the rapid circulation of misinformation. Existing AI-driven verification systems have demonstrated considerable efficiency in detecting manipulated digital content; however, their effectiveness remains constrained by algorithmic bias, inadequate contextual understanding, and limited representation of regional languages.

The study further demonstrates that Indian Knowledge Systems offer a comprehensive ethical framework capable of complementing technological verification processes. Principles such as **Satya**, **Pramana**, **Lokmangal**, and **Naitikata** provide normative standards that strengthen editorial responsibility and public accountability.

The proposed Himalayan Sentinel Model integrates these ethical principles with AI-assisted verification mechanisms, thereby creating a culturally responsive framework for responsible Hindi digital journalism. Such integration has the potential to improve media credibility, strengthen public trust, promote media literacy, and support democratic communication in India's multilingual digital environment.

9. Discussion

The findings of this study support the argument that technological innovation alone cannot effectively address the growing challenges of misinformation within digital journalism. While AI significantly enhances verification efficiency, ethical decision-making remains indispensable for maintaining journalistic integrity. The integration of Indian Knowledge Systems with algorithmic fact-checking therefore represents a complementary rather than competing approach.

The Himalayan Sentinel Model extends existing scholarship by introducing a culturally grounded framework that combines technological capability with indigenous ethical philosophy. The proposed framework contributes to communication studies by demonstrating that responsible journalism requires both computational intelligence and moral accountability.

Policy Implications

The findings of this study have important implications for policymakers, media organizations, journalism educators, and technology developers working toward strengthening ethical digital journalism in India. As misinformation increasingly threatens democratic communication, public trust, and social harmony, a collaborative approach integrating technology with ethical values becomes essential.

First, regulatory bodies such as the Press Council of India and media regulatory authorities may incorporate ethical principles derived from Indian Knowledge Systems while developing guidelines for AI-assisted journalism. Such an approach would encourage transparency, accountability, and responsible reporting without compromising technological innovation.

Second, journalism schools and universities should integrate digital verification techniques, media literacy, artificial intelligence, and Indian Knowledge Systems into journalism curricula. Equipping future journalists with both technological competencies and ethical awareness will enable them to respond effectively to the challenges of misinformation.

Third, developers of AI-based fact-checking systems should prioritize multilingual datasets and culturally contextualized algorithms capable of understanding Hindi and other Indian regional languages. Ethical AI design should emphasize fairness, explainability, transparency, and public accountability rather than merely maximizing algorithmic efficiency.

Finally, media organizations should establish integrated editorial verification mechanisms where artificial intelligence supports- but does not replace- human editorial judgment. Such collaboration between technology and ethical decision-making can significantly enhance public confidence in digital journalism.

10. Limitations of the Study

Despite offering a comprehensive conceptual framework, the present study has certain limitations.

The research is based entirely on qualitative analysis and secondary sources. No primary empirical data were collected through surveys, interviews, focus group discussions, or content analysis. Consequently, the proposed Himalayan Sentinel Model remains a conceptual framework that requires empirical validation in future research.

The study primarily focuses on Hindi digital journalism and does not examine the functioning of other Indian regional-

language media ecosystems. Furthermore, the research does not evaluate the technical performance or computational accuracy of specific AI-based fact-checking software or algorithms.

The findings should therefore be interpreted within the scope of conceptual research, while recognizing the need for future empirical investigation.

11. Future Scope

The present study opens several avenues for future research.

Future researchers may empirically validate the Himalayan Sentinel Model through surveys involving journalists, journalism students, fact-checking organizations, and media audiences. Comparative studies may also examine the applicability of the model across other Indian regional languages such as Bengali, Marathi, Tamil, Telugu, Malayalam, Kannada, Punjabi, Gujarati, and Urdu.

Further investigations may explore the integration of large language models, generative artificial intelligence, blockchain-enabled verification systems, and explainable artificial intelligence with Indian ethical frameworks. Future interdisciplinary collaborations between communication scholars, computer scientists, philosophers, linguists, and policymakers may contribute to the development of culturally responsive AI systems for digital journalism.

Additionally, longitudinal studies may evaluate the effectiveness of integrating Indian Knowledge Systems into journalism education and newsroom practices in enhancing public trust, media literacy, and democratic communication.

12. Practical Implications

The proposed Himalayan Sentinel Model provides practical guidance for multiple stakeholders involved in digital journalism.

For journalists, the model encourages integrating technological verification with ethical decision-making before publishing digital content.

For media organizations, it offers a framework for strengthening editorial accountability through AI-assisted verification while preserving human oversight.

For policymakers, the model provides conceptual support for developing ethical AI governance policies suitable for multilingual democratic societies.

For journalism educators, it highlights the importance of combining technological literacy with Indian ethical traditions within journalism curricula.

For AI developers, the framework emphasizes the need to design culturally adaptive verification systems capable of understanding India's linguistic and socio-cultural diversity.

13. Conclusion

The rapid transformation of digital journalism has fundamentally reshaped the contemporary information ecosystem, creating unprecedented opportunities for democratic communication while simultaneously intensifying the challenges of misinformation, algorithmic manipulation, and declining public trust. Although Artificial Intelligence has significantly enhanced the efficiency of fact-checking and digital verification, technological solutions alone remain insufficient for addressing the ethical complexities of contemporary journalism.

The present study demonstrates that Indian Knowledge Systems provide a culturally grounded ethical foundation capable of complementing AI-driven verification technologies. Principles such as **Satya (Truth)**, **Pramana (Evidence)**, **Lokmangal (Public Welfare)**, **Naitikata (Ethics)**, and **Samvada (Dialogue)** continue to offer valuable guidance for responsible journalism in the digital age. Their integration with Artificial Intelligence creates a balanced framework that combines computational efficiency with moral accountability.

The principal contribution of this research is the development of the **Himalayan Sentinel Model**, a novel conceptual framework that synthesizes indigenous ethical philosophy with algorithmic fact-checking. Unlike existing technology-centric approaches, the proposed model emphasizes that ethical journalism should be viewed as a collaborative process involving artificial intelligence, editorial responsibility, and culturally informed decision-making.

The study therefore contributes to the growing scholarship on digital journalism, media ethics, and Indian Knowledge Systems by proposing an interdisciplinary framework that is both technologically relevant and culturally meaningful. As India continues to expand its digital media ecosystem, the integration of ethical values with intelligent verification systems has the potential to strengthen public trust, promote media literacy, preserve cultural diversity, and reinforce democratic communication.

The Himalayan Sentinel Model thus represents not merely a conceptual innovation but a culturally grounded vision for the future of responsible Hindi digital journalism in the age of Artificial Intelligence.

14. Recommendations

Based on the findings of the study, the following recommendations are proposed:

- 1) Journalism organizations should integrate AI-assisted fact-checking with ethical editorial review.
- 2) Media education institutions should introduce Indian Knowledge Systems and AI ethics into journalism curricula.
- 3) AI developers should design multilingual and culturally adaptive verification systems for Indian languages.
- 4) Government agencies should promote media literacy programmes to reduce the spread of misinformation.

- 5) Collaboration among journalists, technologists, policymakers, and academicians should be encouraged to develop transparent and accountable AI governance frameworks.
- 6) Future empirical research should validate the Himalayan Sentinel Model using primary data from journalists and media users.

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