

# Typology of Business-Related Fake News Online: A Literature Review

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## ABSTRACT

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Internet and social media, as highly interactive platforms, enable two way-communication and content generation which was unprecedented in history. In the past, the media were decisive about content that should be presented, and what public impact it might have (Giessen, 2015). User-generated content provided an opportunity for single Internet users to reach large audiences in the same way as content originating from the traditional mass-media. Web 3.0 and Meta Web introduced a new myriad of available solutions and opportunities (Tarabasz, 2013). Smart technologies and integration networks of Web 4.0, with an ability to detect intentions and goals of the users and offer solutions based on users` preferences and habits (Benhaddi, 2017) are opening an entirely new dimension of the social media: digital identity becomes part of the identity of the Internet users.

**Keywords:** Fake News; Crisis Communications; Online Communications; Management Research; Marketing Research