If it sells its good!

**By Mario Guardado**

**Fake news is a business generating millions of dollars in profit.**

Although they are “fake”, they have a great impact in today’s society. The influence of fake news has led people to believe it is influencing on major events, such as Donald Trump’s win on last year’s American election.

It is increasingly harder to figure out real news from fake, while the term has been popularized by politicians, who nowadays are calling every major news outlet “fake” every time they post an article with information they disagree on, or they make a mistake in fact check. It is important to make the difference between fake news and incorrect news. As the first one is made with the sole purpose of generating traction to a website to boost their profit, while the latter one are news from legitimate sources that have committed a legitimate mistake in checking their sources.

Fake news is here to stay, and while I do not accept their overuse, I do not condemn them either. The fact that society is consuming in massive proportions this type of news makes them a huge industry for profitability. It is for the consumer to learn to differentiate what is “fake” or not; humans are so biased that when a fake article aligned to their partisan views is posted they are eager to accept it as legit information and share it with their cluster of friends.

Bottom line, it is not to blame the fake news creators, as they just found a market to profit from. And profits are good.

Visit the following link for more information on FAKE NEWS: <https://goo.gl/XRtLEZ>