

Disinformation and Narrative Building: A Study on Chinese Local Applications

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Abstract

The current research aimed to measure the impact of information source, information channel, information verification, and information community response on narrative building in China. The motivation of this research was to provide recommendations to reduce the spread of fake information on social media platforms, which can harm the community. The population of this study was Chinese, and a sample of 390 respondents was considered for research findings. Partial Least Square – Structural Equation Model (PLS-SEM) was used to analyze data. The research empirically confirmed that information sources, information channels, information verification, and information community response are significant in narrative building in China. The findings of this research contributed to the inconclusive discussion by the previous studies in the literature. The study practically recommends the findings focus on information source, channel, verification, and community response before working on it.

Keywords

Information Management, Social Media, Narrative Building, Chinese Applications.

1. Introduction

Social media's emergence has led to building a negative narrative based on disinformation (Aïmeur; Amri; Brassard, 2023). This disinformation is spread to the community using different resources. However, social media is considered a critical factor serving as a source of disinformation (Talwar *et al.*, 2020). Social media disinformation is inappropriate for the public as it negatively affects their behavior. The shaping of narratives also depends on this disinformation, which negatively impacts society (Hall; Harrison; Obilo, 2023). The appropriate information shared on social media platforms is suitable for people and the community, but the role of disinformation is critical and challenging for them. It is highly recommended for the public to confirm the source of information before believing it (Saurwein; Spencer-Smith, 2020). Control of disinformation on social media is authoritarian because everyone is free to share information. Therefore, sharing appropriate information with the public on social media platforms is necessary.

China is also facing the challenges related to disinformation (Yi *et al.*, 2020). This challenge is critical because disinformation is harming the public at large. The fake information shared on local Chinese applications shared with the public has a negative approach on the public (Zhang *et al.*, 2017). There is no use in using fake information, which can critically disturb the public and their communication. The public's awareness regarding the disinformation can change how they work (Li *et al.*, 2022). The developers should control the appropriate development of social media platforms for the public. Political groups also share disinformation on social media platforms (Yu *et al.*, 2022; Gharib, 2020). However, the Chinese community groups must confirm the nature of information before trusting it. It is highly recommended that the information shared with the public be appropriate and necessary for the benefit of the public (Hajli *et al.*, 2022). Working on Chinese social media applications is required to verify public accounts, which is needed to use information reasonably (Avotra *et al.*, 2021).

The previous studies discuss disinformation and narrative building with the help of social media. The study Shu *et al.* (2020a)



pointed out that the information shared on social media platforms must be improved, which is necessary for the benefit of people. The study **Hilary and Dumebi** (2021) emphasized that information sharing on social media should be controlled with different filters, which can help to improve the negative information. The study **Tandoc Jr; Lim, and Ling** (2020) reported that the false information available to the public on social media platforms is not suitable for them. **Grimes** (2020) also noted that fake information-sharing accounts should be banned from social media platforms with the help of community reports. It would be appropriate for the public to improve the information standard, which would be a way forward for social development (**Aïmeur et al.**, 2023). The study **Melchior and Oliveira** (2022) emphasized that social networks should be a source of reliable information sharing, and awareness should be created to avoid sharing fake information. The discussion of the previous studies regarding disinformation and narrative shaping has some loops in the literature.

The current research aimed to measure the impact of information source, information channel, information verification, and information community response on narrative building in China. The motivation of this research was to provide recommendations to reduce the spread of fake information on social media platforms, which can harm the community. The population of this study was Chinese, and a sample of 390 respondents was considered for research findings. Partial Least Square – Structural Equation Model (PLS-SEM) was used to analyze data. The research empirically confirmed that information sources, information channels, information verification, and information community response are significant in narrative building in China. The findings of this research contributed to the inconclusive discussion by the previous studies in the literature. The study practically recommends the findings focus on information source, channel, verification, and community response before working on it.

2. Review of Literature

The source of any information plays a critical role in shaping the narrative (**Guarino et al.**, 2020). There are many sources of information in the contemporary era, but it is necessary to use appropriate resources for sharing information. The availability of information to people improves their behavior according to the situation (**Arayankalam; Krishnan**, 2021). Different groups share reliable information on social media platforms, and people must improve their understanding. However, fake and no incorrect information is distributed to the public (**Yang; Tian**, 2021). The public needs to understand that shared information on digital platforms is necessary for advancing their behavior. The reliability of information shared on digital platforms should be checked before spreading (**Gimpel et al.**, 2021). The viral information is fake sometimes, and the public believes in it blindly. The information source should be checked first before considering any information for a final purpose (**Soetekouw; Angelopoulos**, 2022). The shared information on social media is helpful for people, but they must be motivated to use reliable information. The proper sources of information are necessary to improve the public's understanding (**Buchanan**, 2020). The public narrative is shared on social media platforms, but it should be evaluated based on the correctness of the information. The leaders who share information on their accounts must also be verified (**Di Domenico et al.**, 2021). It is a strategic way forward for the public to shape information in the modern time. The information's reliability depends on the public's behavior and understanding (**Yu et al.**, 2022). When information is not reliable, the behavior of the public is changed. People must share appropriate information on social media, which should not be fake. The consequences of incorrect information are harmful, and people suffer from it (**Hameleers et al.**, 2020). Thus, the information source matters greatly in information sharing, which is a way forward for information development and public behavior improvement.

Hypothesis 1: Information source has an impact on narrative building.

The role of the information channel is critical for sharing information with the public (**Hall et al.**, 2023). The information channels are developed to advance public behavior in society. When the shared information with the public is based on any proper channel, people's trust develops positively to this information (**Tandoc Jr et al.**, 2020). The use of appropriate information channels for spreading any news to the public is necessary. The public's trust is reliable and information-oriented, and they feel better when the correct information is shared (**Hajli et al.**, 2022). However, the public's response is changed when reliable information is not shared. Hence, managing information with appropriate source channels is dependable for the public (**Yi et al.**, 2020). The correct information to the people is considered a proper source of narrative shaping. Therefore, social groups use reliable channels of communication for information sharing (**Collins et al.**, 2021). Social media applications are also used to spread information to the community. However, the focus is on reliable social media platforms with filters to improve their understanding of information sharing (**Gaozhao**, 2021). The proper way of information sharing is developed when people feel comfortable with it. The source of information to the public is critically important, and it is a way forward in narrative shaping (**Melchior; Oliveira**, 2022). The purpose of information sharing is to create awareness in the community. Therefore, selecting and sharing the correct information at the right time advances people's behavior. It is a way forward to develop proper understanding among members of society (**Hilary; Dumebi**, 2021). Only credible information-sharing tools should be used for information sharing, which are necessary to properly appropriate recommendations. The stability of information sharing with the public is also suitable for achieving the goals in the market (**Avotra et al.**, 2021). Hence, information channels should be evaluated first before information sharing.

Hypothesis 2: Information channel has an impact on narrative building.

The verification of information shared on the social media platforms is necessary (Olan *et al.*, 2022). Verifying information helps to understand and believe in the nature of information. Modern sources of information sharing are appropriate for sharing information without any logical way (Freelon *et al.*, 2022). Hence, the verification of the information is reliable and increases its credibility. The stable working of the information for the public is necessary to improve their behavior (Aïmeur *et al.*, 2023). However, the correct information shared with the public is appropriate for their information management. It is logical for people to verify the information at the first stage to develop a proper attitude toward it (Diaz Ruiz; Nilsson, 2023). The mechanisms for information verification should be appropriately designed for the public to ensure they use information better. The reliability of information sharing is necessary for the public because they should trust the verified information (Tashtoush *et al.*, 2022). The increased use of social media platforms for information sharing is disturbing and negatively affects information management. Hence, it is reliable for the public to improve the credibility of information, which is a way forward to use it in the market (Saurwein; Spencer-Smith, 2020). The accuracy of information enhances the behavior of the public. However, when the information is not appropriate and fake, it develops a negative attitude, disturbing the community as well (Hangloo; Arora, 2022). Therefore, there is a need for social media platforms to register only accounts of the people with their actual verification. The verification strategy of social media accounts would help improve the information for the public reliably (Aïmeur *et al.*, 2023). The process of verification of social media accounts would also be beneficial in reducing the use and spread of misinformation to the community (Sampat; Raj, 2022). Hence, strategic work on verifying information is required to serve the community.

Hypothesis 3: Information verification has an impact on narrative building.

Community response to any information is also critical to understand its credibility (Guess; Lyons, 2020). When any information is shared on social media platforms, the role of the community is to verify this information according to the interests of the public (Talwar *et al.*, 2020). The stable information available to the public is necessary to ensure its credibility. When social media platforms are used for information sharing, a rationale must be developed based on reliable information to improve credibility (Shu *et al.*, 2020b). However, a reliable way of sharing information is to manage information for the public. The source of information sharing is necessary for the public's narrative building and is dependable for achieving organizational goals (Rocha *et al.*, 2021; Strzalka; Zehn, 2020). The community must be allowed to report the information shared on social media platforms. It would be an appropriate attitude to deal with incorrect information (Shu *et al.*, 2020a). The information communication channels should be appropriately developed to manage information. However, the public's narrative is even shaped by misleading information (Zhang *et al.*, 2017). Hence, it is necessary to share information that is not reliable to the public to improve their behavior critically. The appropriate approach to work for this information is to develop its reliability (Li *et al.*, 2022). The effectiveness of information management is also possible to ensure the information shared on social media platforms is reliable. Stable working for information management improves the behavior of the public (Grimes, 2020). Therefore, the role of the community is also considered critical in the credibility of information for the public.

Hypothesis 4: Information community response has an impact on narrative building.

3. Methods

This is confirmatory research, where the relationship between the variables was determined based on data analysis. The relationship between variables was theoretically developed, but this study's findings were taken to confirm these relationships empirically. The study developed a scale to measure the variable. The previous studies were evaluated first, but no scale was found to measure these variables according to the content of this research. Therefore, a comprehensive process of scale development was used in this research to measure the relationship between variables statistically. The recommendations by Munshi (2014) were followed to develop Likert scale items. This process was based on a few steps. The first step was to review the previous literature to understand and operationalize the variables correctly. The operationalization of the variables was done based on the literature review, and a group of three scholars was contacted to get confirmation and recommendations for operationalization. The scholars modified the operationalization of the variables. The second step was to create a pool of scale items based on the operationalization of this study. The scale items were significantly considered for face and content validity. A group of five researchers was contacted for face and content validity. The group of researchers confirmed that all the scale items were established significantly. The following process was to collect data for a pilot study to measure data reliability with exploratory and confirmatory factor analysis findings. The data was collected from 59 respondents and analyzed using IBM AMOS. The findings of exploratory factor analysis and confirmatory factor analysis confirmed that the reliability of the scale items was established appropriately. Hence, the scale items developed to measure the relationship between variables were considered significant.

The respondents of this study were the public in China. However, these respondents were contacted in Beijing because it has diverse people. The printed questionnaires were developed and distributed to the respondents to get the responses. The study's respondents were asked to provide reliable data according to their understanding. A five-point response scale was used for the collection of data. It was considered because it is easy for the respondents to respond on this scale. Furthermore, the study distributed 400 questionnaires for the collection of data. However, the responses

were collected on 390 questionnaires. Hence, the response rate of the study was appropriate. The data of this study was collected with a cross-sectional approach because the data collected in a single period was suitable for the findings. Furthermore, the study used a simple random sampling method to collect data. This technique is also appropriate for collecting data in social sciences research. This research data was analyzed using Partial Least Square – Structural Equation Modeling (PLS-SEM), which is applicable for data analysis to confirm the relationship between the variables.

4. Results

The data collected for this research was tested for normality. The data was analyzed for normality by determining the missing values. The data had no missing value, and all the items had valid responses. The mean and standard deviation of the data were also tested, and it was reported to be expected. The skewness and kurtosis of the data were also tested to measure the normality (Royston, 1992). The normality of skewness and kurtosis was tested with thresholds -3 and +3. The findings shown in Table 1 confirmed that the study data is normal.

Table 1: Normality Test.

No.	Items	Missing	Mean	Standard Deviation	Excess Kurtosis	Skewness
1	IS1	0	3.680	1.887	-0.798	0.226
2	IS2	0	3.731	1.886	-0.793	0.304
3	IS3	0	3.676	1.954	-0.794	0.381
4	IS4	0	3.589	1.898	-0.741	0.378
5	IS5	0	3.607	1.858	-0.629	0.367
6	IS6	0	3.644	1.892	-0.769	0.315
7	IC1	0	3.525	1.789	-0.452	0.462
8	IC2	0	3.543	1.928	-0.917	0.214
9	IC3	0	3.470	1.826	-0.603	0.333
10	IC4	0	3.662	1.789	-0.626	0.272
11	IV1	0	3.041	1.475	-0.031	0.625
12	IV2	0	3.160	1.510	0.502	0.927
13	IV3	0	3.219	1.429	0.946	0.978
14	IV4	0	3.105	1.447	0.501	0.771
15	IV5	0	3.082	1.372	0.544	0.662
16	ICS1	0	3.164	1.517	0.351	0.722
17	ICS2	0	3.114	1.453	0.550	0.808
18	ICS3	0	2.986	1.451	-0.286	0.458
19	ICS4	0	3.178	1.362	0.339	0.602
20	NB1	0	3.087	1.439	0.109	0.606
21	NB2	0	3.100	1.458	0.390	0.740
22	NB3	0	3.178	1.434	-0.206	0.508
23	NB4	0	3.114	1.392	0.199	0.582
24	NB5	0	3.018	1.338	-0.155	0.543

The factor loadings of the study were tested to measure the reliability of the items. The individual item's reliability was checked at the first stage. The factor loading values were calculated to confirm if the items of the study were reliable for data analysis. According to Hair *et al.* (2010), the factor loadings above 0.60 are accepted as significant data. The findings shown in Table 2 reported that individual' item reliability was achieved.

Table 2: Factor Loading.

Items	Information Channel	Information Community Response	Information Source	Information Verification	Narrative Building
IC1	0.895				
IC2	0.908				
IC3	0.918				
IC4	0.910				
ICS1		0.935			
ICS2		0.931			
ICS3		0.885			
ICS4		0.881			
IS1			0.882		
IS2			0.909		
IS3			0.922		
IS4			0.924		
IS5			0.883		
IS6			0.903		
IV1				0.881	
IV2				0.914	
IV3				0.907	
IV4				0.901	
IV5				0.886	
NB1					0.891
NB2					0.862
NB3					0.919
NB4					0.883
NB5					0.891

The findings of convergent validity were tested with the findings of Cronbach's alpha, composite reliability, and average variance extracted. The findings were tested to confirm if the study data is average for further analysis. The findings of Cronbach's alpha and composite reliability > 0.70 were accepted as significant (Peterson; Kim, 2013). Furthermore, the average variance extracted > 0.50 was also confirmed for data validity (dos Santos; Cirillo, 2021). The findings reported

in Table 3 confirmed that the data was valid.

Table 3: Convergent Validity.

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Information Channel	0.929	0.949	0.824
Information Community Response	0.929	0.950	0.825
Information Source	0.955	0.964	0.817
Information Verification	0.94	0.954	0.806
Narrative Building	0.934	0.950	0.791

The discriminant validity of the data was also tested to measure each study variable. The Heterotrait-Monotrait (HTMT) test findings were performed to check the multicollinearity issues in the data. HTMT findings less than 0.90 were accepted as significant for no multicollinearity issues (**Henseler; Ringle; Sarstedt, 2015**). The HTMT was accepted, and the data reported in Table 4 confirmed the data is standard.

Table 4: Discriminant Validity.

Variable	Information Channel	Information Community Response	Information Source	Information Verification	Narrative Building
Information Channel					
Information Community Response	0.666				
Information Source	0.598	0.662			
Information Verification	0.672	0.603	0.673		
Narrative Building	0.623	0.579	0.616	0.687	

The findings of the relationship between variables were tested with PLS-SEM. According to **Hair Jr et al. (2021)**, the t value above 1.96 was considered a significant threshold for accepting the hypothesis. The results of hypothesis 1 confirmed that information source impacts narrative building. Furthermore, the outcomes of hypothesis 2 reported that information channels impact narrative building. The findings of hypothesis 3 pointed out that information verification impacts narrative building. Finally, the results of hypothesis 4 reported that information community response impacts narrative building. The paths found are shown in Table 5.

Table 5: Path Findings.

Relationships	Original Sample	Standard Deviation	T Statistics	P Values
Information Source -> Narrative Building	0.505	0.064	7.890	0.000
Information Channel -> Narrative Building	0.423	0.065	6.507	0.000
Information Verification -> Narrative Building	0.587	0.069	8.507	0.000
Information Community Response -> Narrative Building	0.379	0.077	4.958	0.000

5. Discussion and Conclusion

The results of the data analysis were considered empirically to confirm the relationship between variables. The study found that hypothesis 1 confirmed that information source impacts narrative building. The findings of previous studies were compared with those of this research to analyze the conclusions of past research contexts. According to **Buchanan (2020)**, an essential factor in forming a story is the information's source. In the modern era, there are a plethora of information sources available. However, distributing information requires the use of relevant resources. According to **Gaozhao (2021)**, people behave better in situations when information is readily available to them. On social media, several groups disseminate trustworthy information essential for people to increase their comprehension. According to **Shu et al. (2020b)**, the public is receiving false information and incorrect information. The public must be aware that sharing knowledge on digital platforms is essential to changing how they behave. According to **Melki et al. (2021)**, anything posted on digital networks should be verified for accuracy. Sometimes, the public believes false information that goes viral, even bogus. According to **Apuke and Omar (2021)**, before considering any information for a final goal, verifying the information's source is advisable. According to **Olan et al. (2022)**, people can benefit from the knowledge provided on social media, but they need to be encouraged to choose trustworthy sources. Suitable sources must be used to improve public understanding of the information. Social media platforms are used to spread public narratives, but it is essential to assess these accounts according to the accuracy of the information they include. According to **Rocha et al. (2021)**, leaders who post information on their accounts must also verify the information they share. It is calculated to help the public in today's mold information. The public's knowledge and behavior determine how reliable the information is which is spread. According to (**Guarino et al., 2020**), when information is untrustworthy, people behave differently. People must post relevant social media content which cannot be falsified. People suffer as a result of inaccurate information's adverse effects. According to **Sampat and Raj (2022)**, the information source is crucial to information sharing, which advances information development and improves public behavior.

Furthermore, the outcomes of hypothesis 2 reported that information channels impact narrative building. The findings of previous studies were compared with those of this research to analyze the conclusions of past research contexts. According to **Gaozhao (2021)**, for some information to be shared with the public, the function of the information channel is essential. The purpose of information channels is to improve public behavior throughout society. According to **Collins et al. (2021)**,

when public knowledge is disseminated through appropriate channels, people's trust in that information grows. Any news intended for public consumption must be communicated through the proper information channels. According to **Melchior and Oliveira** (2022), the public has a robust information-based trust and feels better when the appropriate information is disseminated. Nonetheless, when trustworthy information is withheld, public opinion shifts. Therefore, the public may trust that information is managed via the right source channel. According to **Soetekouw and Angelopoulos** (2022), correct information disseminated to the public is regarded as a suitable source for narrative construction. According to **Melchior and Oliveira** (2022), the social groupings shared information in dependable and appropriate communication channels. The community is additionally informed through the use of social media tools. According to **Rocha et al.** (2021), the emphasis is on trustworthy social media sites with filters to increase users' comprehension of information sharing. When people are at ease sharing information, the exemplary method is devised. According to **Hangloo and Arora** (2022), the public's information source is crucial in shaping the narrative. Raising community awareness is the goal of information sharing. Thus, choosing relevant information and disseminating it appropriately improves people's behavior. According to **Tashtoush et al.** (2022), it is a step towards helping society's members acquire correct understanding. Only reliable information-sharing platforms should be used when exchanging information required to make relevant suggestions. According to **Shu et al.** (2020b), reaching the objectives in the market also calls for a stable flow of information to the public. Information channels should be assessed before exchanging information.

The findings of hypothesis 3 pointed out that information verification impacts narrative building. The findings of previous studies were compared with those of this research to analyze the conclusions of past research contexts. According to **Yang and Tian** (2021), information provided on social media networks needs to be verified. Information verification facilitates belief and understanding of the nature of the material. Information can be shared logically or irrationally using the current information-sharing sources. According to **Sampat and Raj** (2022), information trustworthiness is increased by trustworthy data verification. For the public to behave better, the information system must function steadily. According to **Hangloo and Arora** (2022), public information sharing is appropriate for information management. It makes sense that to adopt the right mindset, people should first confirm the information. For the public to use information more effectively, processes for information verification should be established correctly. According to **Guess and Lyons** (2020), the public needs the information to be shared reliably so that they may rely on certified sources. It is concerning that more people are using social media platforms to share information, as this could harm information management. According to **Tandoc Jr et al.** (2020), the public can trust it to increase the information's credibility, enabling it to be used in the marketplace. Public behavior is improved when information is accurate. According to **Tashtoush et al.** (2022), inaccurate and false information creates a bad attitude that is upsetting for the community. According to **Melki et al.** (2021), social media companies must only register user accounts that are verified in person. Verifying social media accounts is a helpful method to enhance public information in a trustworthy manner. According to **Soetekouw and Angelopoulos** (2022), verifying social media accounts would also be beneficial in limiting the dissemination of false information within the community. Therefore, systematic work on information verification is needed to benefit the community.

Finally, the results of hypothesis 4 reported that information community response impacts narrative building. The findings of previous studies were compared with this research to analyze the conclusions of the past research context. According to **Gimpel et al.** (2021), understanding the legitimacy of any material also requires understanding how the community responds to it. The community's responsibility is to confirm material provided on social media platforms following public interest. According to **Shu et al.** (2020a), to guarantee its legitimacy, the public must have access to reliable information. When information is shared via social media platforms, a solid justification must be created to increase the material's credibility. According to **Gimpel et al.** (2021), managing information for the general public is a trustworthy method of information sharing. The information-sharing source is essential to construct a trustworthy narrative among the public and accomplish organizational objectives. According to **Arayankalam and Krishnan** (2021), it is necessary to permit the community to report information uploaded on social media networks. Having the right mindset would be ideal when handling false information. To manage information, the channels for information communication need to be designed appropriately. According to **Diaz Ruiz and Nilsson** (2023), inaccurate information even shapes public narratives. For the public to critically alter their behavior, it is therefore essential to disseminate information that is not trustworthy. Creating reliability in this information is the right way to work with it. According to **Di Domenico et al.** (2021), proper information management can also ensure the integrity of information provided on social media platforms. According to **Hameleers et al.** (2020), public behavior is improved by information management's steady state of operation. To sum up, the community's role is also seen as crucial to the public's trustworthiness of information.

5.1. Theoretical and Practical Implications

The findings of this research are a significant addition to the literature that the previous studies did not report. The study confirmed that information source has an impact on narrative building. However, this relationship is a new contribution to the literature because the previous studies did not report it. Furthermore, this study also noted in the literature that information channels impact narrative building. This newly developed relationship gets less attention than the findings of previous studies. Hence, this relationship is a significant new contribution to the body of knowledge.

Thirdly, this research also enriched the knowledge by contributing that information verification impacts narrative building. The findings of previous studies regarding this relationship were inconclusive. Hence, this research makes a new contribution to the body of knowledge. Finally, this study improved the literature on how information community response impacts narrative building. In the findings of previous studies, this relationship was less discussed by scholars. Hence, the discussion and findings regarding the nature of this relationship are a new contribution of this research into the knowledge. Therefore, the current research fills the gaps in the body of literature.

The study recommends considering the information source appropriately because fake information can lead to a negative narrative. Modern-day social applications are a source of information sharing, and it is necessary to share this information with everyone. However, the information shared on these applications might have issues related to authenticity. Hence, it is essential to determine the source of information before it properly works. Furthermore, the information channels are also appropriate for dealing with different information. However, it is strategically essential to confirm the information channel. The reliable information channel on social media platforms can provide better information that is reliable for the public. Meanwhile, it is also necessary for people to verify the information. Information verification is critical, but it can help people learn good information. Hence, the Chinese public must confirm the source and channel of information. The next stage should verify that the info is for further use. Accordingly, the community's response to any particular information is also reliable for the people. This kind of response by the community helps distinguish between real and fake information. Therefore, it is necessary to determine whether the information is fake to get proper narrative development.

5.2. Limitations and Future Directions

The research has some limitations based on its findings. The first limitation of this study is based on its data. The sample of this study is only limited to the Chinese community, which hinders the generalization of the findings. The scholars should collect data from different populations to verify the study's findings, which would be a significant addition to the literature. The current research only tested the direct relationships between variables such as information source, information channel, information verification, information community response, and narrative building. However, this phenomenon is complex, and studies were supposed to develop complex frameworks for understanding it. Hence, future studies should develop complex frameworks to understand this phenomenon of narrative building in a more complicated way.

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