

The 2016 UK Brexit referendum campaign profoundly impacted British politics. David Cameron's resignation and the rise of Euroscepticism reshaped the political landscape, creating economic uncertainty and fueling independence movements in Scotland and Northern Ireland. The Leave campaign's misleading claim of redirecting £350 million weekly to the NHS, despite being factually inaccurate, became a potent symbol of the campaign's misinformation. Social media played a crucial role, with targeted advertising, bots, and fake accounts amplifying divisive content and emotional appeals. The campaign effectively exploited anxieties surrounding immigration and national identity, using slogans like "Take Back Control" to prioritize emotional resonance over factual debate. Brexit serves as a stark example of how misinformation and emotional appeals can dominate rational discourse in modern political campaigns, highlighting the urgent need for greater accountability in political communication and regulation of social media's influence on democratic processes.