



DETECTION OF FAKE NEWS THROUGH IMPLEMENTATION OF DATA SCIENCE APPLICATION

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ABSTRACT:

In our modern era where the internet is ubiquitous, everyone relies on various online resources for news. Along with the increase in the use of social media platforms like Facebook, Twitter, etc. news spread rapidly among millions of users within a very short span of time. The spread of fake news has far-reaching consequences like the creation of biased opinions to swaying election outcomes for the benefit of certain candidates. Moreover, spammers use appealing news headlines to generate revenue using advertisements via click-baits. In this paper, we aim to perform binary classification of various news articles available online with the help of concepts pertaining to Artificial Intelligence, Natural Language Processing and Machine Learning. We aim to provide the user with the ability to classify the news as fake or real and also check the authenticity of the website publishing the news.

Keywords: *Fake news, AI, Facebook, Twitter.*

1. INTRODUCTION:

As an increasing amount of our lives is spent interacting online through social media platforms, more and more people tend to hunt out and consume news from social media instead of traditional news organizations.[1] The explanations for this alteration in consumption behaviors are inherent within the nature of those

social media platforms: (i) it's often more timely and fewer expensive to consume news on social media compared with traditional journalism, like newspapers or television; and (ii) it's easier to further share, discuss, and discuss the news with friends or other readers on social media. For instance, 62 percent of U.S. adults get news on social media in 2016, while in 2012; only 49 percent reported seeing news on social media [1].



It had been also found that social media now outperforms television because the major news source. Despite the benefits provided by social media, the standard of stories on social media is less than traditional news organizations. However, because it's inexpensive to supply news online and far faster and easier to propagate through social media, large volumes of faux news, i.e., those news articles with intentionally false information, are produced online for a spread of purposes, like financial and political gain. It had been estimated that over 1 million tweets are associated with fake news "Pizzagate" by the top of the presidential election. Given the prevalence of this new phenomenon, "Fake news" was even named the word of the year by the Macquarie dictionary in 2016 [2]. The extensive spread of faux news can have a significant negative impact on individuals and society. First, fake news can shatter the authenticity equilibrium of the news ecosystem for instance; it's evident that the most popular fake news was even more outspread on Facebook than the most accepted genuine mainstream news during the U.S. 2016 presidential election. Second, fake news intentionally persuades consumers to simply accept biased or false beliefs. Fake news is typically manipulated by propagandists to convey political messages or influence for instance, some

report shows that Russia has created fake accounts and social bots to spread false stories. Third, fake news changes the way people interpret and answer real news, for instance, some fake news was just created to trigger people's distrust and make them confused; impeding their abilities to differentiate what's true from what's not. To assist mitigate the negative effects caused by fake news (both to profit the general public and therefore the news ecosystem). It's crucial that we build up methods to automatically detect fake news broadcast on social media.

2. LITERATURE SURVEY:

Mykhailo Granik et. al. in their paper [3] shows a simple approach for fake news detection using naive Bayes classifier. This approach was implemented as a software system and tested against a data set of Facebook news posts. They were collected from three large Facebook pages each from the right and from the left, as well as three large mainstream political news pages (Politico, CNN, ABC News). They achieved classification accuracy of approximately 74%. Classification accuracy for fake news is slightly worse. This may be caused by the skewness of the dataset: only 4.9% of it is fake news. Himank Gupta et. al. [10] gave a framework based on different machine learning approach that deals



with various problems including accuracy shortage, time lag (BotMaker) and high processing time to handle thousands of tweets in 1 sec. Firstly, they have collected 400,000 tweets from HSpam14 dataset. Then they further characterize the 150,000 spam tweets and 250,000 non-spam tweets. They also derived some lightweight features along with the Top-30 words that are providing highest information gain from Bag-of-Words model. 4. They were able to achieve an accuracy of 91.65% and surpassed the existing solution by approximately 18%. Marco L. Della Vedova et. al. [11] first proposed a novel ML fake news detection method which, by combining news content and social context features, outperforms existing methods in the literature, increasing its accuracy up to 78.8%. Second, they implemented their method within a Facebook Messenger Chabot and validate it with a real-world application, obtaining a fake news detection accuracy of 81.7%. Their goal was to classify a news item as reliable or fake; they first described the datasets they used for their test, then presented the content-based approach they implemented and the method they proposed to combine it with a social-based approach available in the literature. The resulting dataset is composed of 15,500 posts, coming from 32 pages (14 conspiracy pages, 18 scientific pages), with

more than 2,300,000 likes by 900,000+ users. 8,923 (57.6%) posts are hoaxes and 6,577 (42.4%) are non-hoaxes. Cody Buntain et. al. [12] develops a method for automating fake news detection on Twitter by learning to predict accuracy assessments in two credibility-focused Twitter datasets: CREDBANK, a crowd-sourced dataset of accuracy assessments for events in Twitter, and PHEME, a dataset of potential rumors in Twitter and journalistic assessments of their accuracies. They apply this method to Twitter content sourced from BuzzFeed's fake news dataset. A feature analysis identifies features that are most predictive for crowd-sourced and journalistic accuracy assessments, results of which are consistent with prior work. They rely on identifying highly retweeted threads of conversation and use the features of these threads to classify stories, limiting this work's applicability only to the set of popular tweets. Since the majority of tweets are rarely retweeted, this method therefore is only usable on a minority of Twitter conversation threads. In his paper, Shivam B. Parikh et. al. [13] aims to present an insight of characterization of news story in the modern diaspora combined with the differential content types of news story and its impact on readers. Subsequently, we dive into existing fake news detection approaches that are heavily based



on text-based analysis, and also describe popular fake news datasets. We conclude the paper by identifying 4 key open research challenges that can guide future research. It is a theoretical Approach which gives Illustrations of fake news detection by analyzing the psychological factors.

3. METHODOLOGY

In this paper, the research process, technical analysis, technical linguistics work, and classifier performance and results are presented. The paper concludes with a discussion of how the current system will evolve into an influence mining system. The fake news stories that are initially seeded over social media platforms share key linguistic characteristics such as excessive use of unsubstantiated hyperbole and non-attributed quoted content. The results of a fake news identification study that documents the performance of a fake news classifier are presented and discussed in this paper.

Objective:

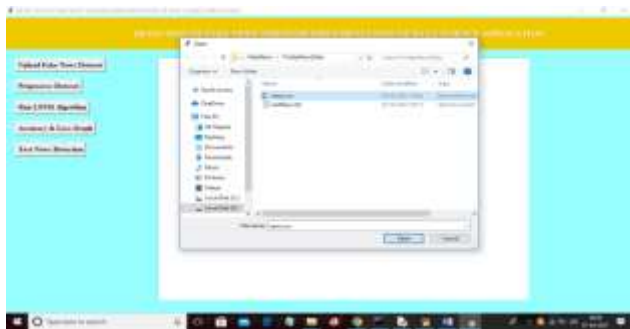
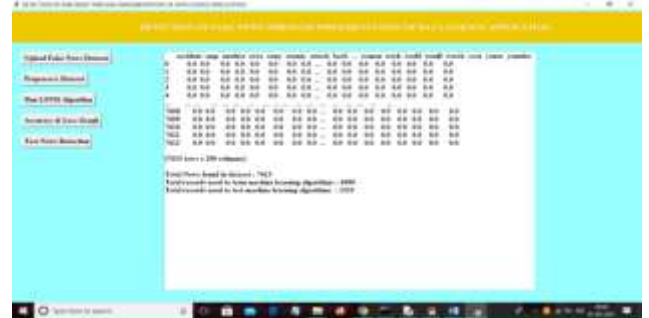
Fake news has been demonstrated to be problematic in multiple ways. It has been shown to have real influence on public perception and the ability to shape regional and national dialogue . It has harmed businesses and individuals and even resulted in death, when an individual

responded to a hoax . It has caused some teenagers to reject the concept of media objectivity and many students can't reliably tell the difference between real and faked articles . It is even thought to have influenced the 2016 United States elections . Fake news can be spread deliberately by humans or indiscriminately by bot armies , with the latter giving a nefarious article significant reach. Not just articles are faked, in many cases fake, mislabeled or deceptive images are also used to maximize impact . Some contend that fake news is a "plague" on society's digital infrastructure . Many are working to combat it. Farajtabar, et al. , for example, has proposed a system based on points, while Haigh, Haigh and Kozakhave suggested the use of "peer-to-peer counter propaganda.

Proposed System:

In this paper author is describing concept to detect fake news from social media or document corpus using Natural Language Processing and attribution supervised learning estimator. News documents or articles will be uploaded to application and then by using Natural Language Processing to extract quotes, verbs and name entity recognition (extracting organizations or person names) from documents to compute score, verbs, quotes and name entity also called

as attribution. Using supervised learning estimator we will calculate score between sum of verbs, sum of name entity and sum of quotes divided by total sentence length. If score greater than 0 then news will be consider as REAL and if less than 0 then new will be consider as FAKE.



In above screen selecting and uploading 'news.csv' file and then click on 'Open' button to load dataset and to get below screen

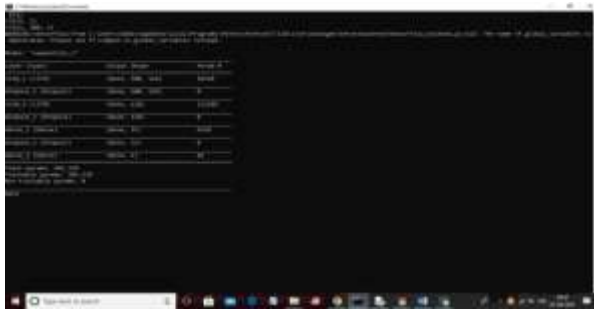
In above screen all news words put in column header and if that word appear in any row then that rows column will be change with word count and if not appear then 0 will be put in column. In above screen showing some records from total 7612 news records and in bottom lines we can see dataset contains total 7613 records and then application using 80% (6090 news records) for training and then using 20% (1523 news records) for testing and now dataset is ready with numeric record and now click on 'Run LSTM Algorithm' button to train above dataset with LSTM and then build LSTM model and then calculate accuracy and error rate



In above screen dataset loaded and then in text area we can see all news text with the class label as 0 or 1 and now click on 'Preprocess Dataset & Apply NGram' button to convert above string data to numeric vector and to get below screen



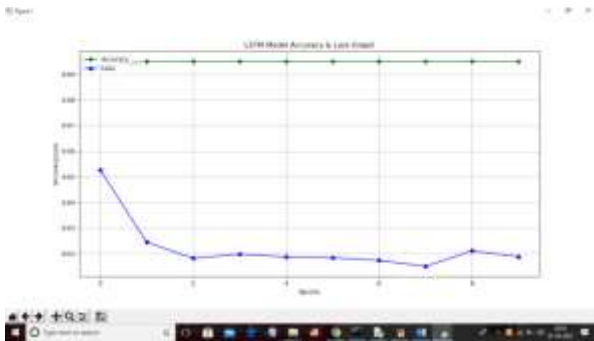
In above screen LSTM model is generated and we got its prediction accuracy as 69.49% and we can see below console to see LSTM layer details



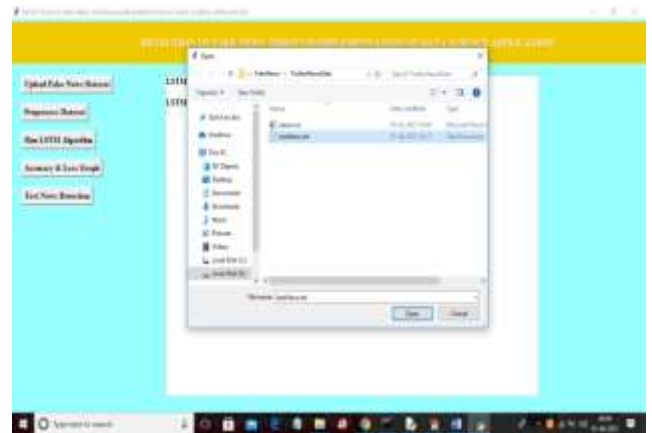
or fake. In below test news dataset we can see only TEXT data no class label and LSTM will predict class label for that test news



In above screen different LSTM layers are created to filter input data to get efficient features for prediction. Now click on 'Accuracy & Loss Graph' button to get LSTM graph



In above screen in test news we have only one column which contains only news 'TEXT' and after applying above test news we will get prediction result



In above graph x-axis represents epoch/iterations and y-axis represents accuracy and loss value and green line represents accuracy and blue line represents loss value and at each increasing epoch loss values get decrease and accuracy reached to 70%. Now click on 'Test News Detection' button to upload some test news sentences and then application predict whether that news is genuine

In above screen selecting and uploading 'testNews.txt' file and then click on 'Open' button to load data and to get below prediction result



In above screen before dashed symbols we have news text and after dashed symbol application predict news as 'FAKE or GENUINE'. After building model when we gave any news text then LSTM will check whether more words belongs to genuine or fake category and whatever category get more matching percentage then application will predict that class label.

CONCLUSION

This paper presented the results of a study that produced a limited fake news detection system. The work presented herein is novel in this topic domain in that it demonstrates the results of a full-spectrum research project that started with qualitative observations and resulted in a working quantitative model. The work presented in this paper is also promising, because it demonstrates a relatively effective level of machine learning classification for large fake news documents with only one extraction feature. Finally, additional research and work to identify and build additional fake news classification

grammars is ongoing and should yield a more refined classification scheme for both fake news and direct quotes.

Future Work

The work presented in this paper is also promising, because it demonstrates a relatively effective level of machine learning classification for large fake news documents with only one extraction feature. Finally, additional research and work to identify and build additional fake news classification grammars is ongoing and should yield a more refined classification scheme for both fake news and direct quotes.

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