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Enriching the Fake News Process of Classifying Model using Deep Learning and Machine Learning Algorithm

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Abstract: *Fake news detection has become a pressing issue due to the rapid propagation of misinformation through various online platforms. In recent years, due to the booming development of online social networks, fake news for various commercial and political purposes has been appearing in large numbers and widespread in the online world. An important goal in improving the trustworthiness of information in online social networks is to identify the fake news timely. This paper aims at investigating the principles, methodologies and algorithms for detecting fake news articles, creators and subjects from online social networks and evaluating the corresponding performance. Information carefulness on Internet, especially on social media, is an increasingly important concern, but web-scale data hampers, ability to identify, evaluate and correct such data, or so called "fake news," present in these platforms. In this paper, we propose a method for "fake news" detection and ways to apply it on Facebook, one of the most popular online social media platforms. This method uses Naive Bayes classification model to predict whether a post on Facebook will be labelled as real or fake.*

Keywords: fake news, misinformation, social network, social media, deep learning, machine learning

I. INTRODUCTION

These daysfake news is creating different issues from sarcastic articles to a fabricated news and plan government propaganda in some outlets. Fake news and lack of trust in the media are growing problems with huge ramifications in our society. Obviously, a purposely misleading story is fake news but lately blathering social medias discourse is changing its definition. Some of them now use the term to dismiss the facts counter to their preferred view points.

The importance of disinformation within American political discourse was the subject of weighty attention, particularly following the American president election . The term fake news became common parlance for the issue, particularly to describe factually incorrect and misleading articles published mostly for the purpose of making money through page views. In this paper, it is seeded to produce a model that can accurately predict the likelihood that a given article is fake news. Facebook has been at the epicentre of much critique following media attention[2]. They have already implemented a feature to flag fake news on the site when a user sees it ; they have also said publicly they are working on to distinguish these articles in an automated way. Certainly, it is not an easy task. A given algorithm must be politically unbiased since fake news exists on both ends of the spectrum and also give equal balance to legitimate news sources on either end of the spectrum. In addition, the question of legitimacy is a difficult one[4].However, in order to solve this problem, it is necessary to have an understanding on what Fake News.

II. LITERATURE SURVEY

The available literature has described many automatic detection techniques of fake news and deception posts. Since there are multidimensional aspects of fake news detection ranging from using chatbots for spread of misinformation to use of clickbait for the rumours spreading . There are many clickbait available in social media networks including Facebook which enhance sharing and liking Proceedings of posts which in turn spreads falsified information. Lot of work has been done to detect falsified information.

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WEAKLY SUPERVISED LEARNING FOR FAKE NEWS DETECTION ON TWITTER

The problem of automatic detection of fake news in social media, e.g., on Twitter, has recently drawn some attention. Although, from a technical perspective, it can be regarded as a straight-forward, binary classification problem, the major challenge is the collection of large enough training corpora, since manual annotation of tweets as fake or non-fake news is an expensive and tedious endeavour[5]. In this paper, we discuss a weakly supervised approach, which automatically collects a large-scale, but very noisy training dataset comprising hundreds of thousands of tweets. During collection, we automatically label tweets by their source, i.e., trustworthy or untrustworthy source, and train a classifier on this dataset. We then use that classifier for a different classification target, i.e., the classification of fake and non-fake tweets. Although the labels are not accurate according to the new classification target (not all tweets by an untrustworthy source need to be fake news, and vice versa), we show that despite this unclean inaccurate dataset, it is possible to detect fake news with an F1 score of up to 0.9.

FAKE NEWS DETECTION IN SOCIAL MEDIA

Fake news and hoaxes have been there since before the advent of the Internet. The widely accepted definition of Internet fake news is: fictitious articles deliberately fabricated to deceive readers". Social media and news outlets publish fake news to increase readership or as part of psychological warfare. In general, the goal is profiting through clickbait. Clickbait's lure users and entice curiosity with flashy headlines or designs to click links to increase advertisements revenues[7]. This exposition analyses the prevalence of fake news in light of the advances in communication made possible by the emergence of social networking sites. The purpose of the work is to come up with a solution that can be utilized by users to detect and filter out sites containing false and misleading information. We use simple and carefully selected features of the title and post to accurately identify fake posts. The experimental results show a 99.4% accuracy using logistic classifier.

Automatic Online Fake News Detection Combining Content and Social Signals

The proliferation and rapid diffusion of fake news on the Internet highlight the need of automatic hoax detection systems. In the context of social networks, machine learning (ML) methods can be used for this purpose. Fake news detection strategies are traditionally either based on content analysis (i.e. analysing the content of the news) or more recently on social context models, such as mapping the news" diffusion pattern. In this paper, we first propose a novel ML fake news detection method which, by combining news content and social context features, outperforms existing methods in the literature, increasing their already high accuracy by up to 4.8%. Second, we implement our method within a Facebook Messenger chatbot and validate it with a real-world application, obtaining a fake news detection accuracy of 81.7%. In recent years, the reliability of information on the Internet has emerged as a crucial issue of modern society. Social network sites (SNSs) have revolutionized the way in which information is spread by allowing users to freely share content[8]. As a consequence, SNSs are also increasingly used as vectors for the diffusion of misinformation and hoaxes. The amount of disseminated information and the rapidity of its diffusion make it practically impossible to assess reliability in a timely manner, highlighting the need for automatic hoax detection classifications.As a contribution towards this objective, we show that Facebook posts can be classified with high accuracy as hoaxes or non-hoaxes on the basis of the users who enjoyedthem. We present two classification techniques, one based on logistic regression, the other on a novel adaptation of Boolean crowdsourcing algorithms. On a dataset consisting of 15,500 Facebook posts and 909,236 users, we obtain classification accuracies exceeding 99% even when the training set contains less than 1% of the posts. We further show that our techniques are robust: they work even when we restrict our attention to the users who like both hoax and non-hoax posts. These results suggest that mapping the diffusion pattern of information can be a useful component of automatic hoax detection systems.

THE SPREAD OF FAKE NEWS BY SOCIAL BOTS

The massive spread of fake news has been identified as a major global risk and has been alleged to influence elections and threaten democracies. Communication, cognitive, social, and computer scientists are engaged in efforts to study the complex causes for the viral diffusion of digital misinformation and to develop solutions, while search and social media platforms are beginning to deploy countermeasures. However, to date, these efforts have been mainly informed by

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anecdotal evidence rather than systematic data. Here we analyse 14 million messages spreading 40 thousand claims on Twitter during and following the 2016 U.S. presidential campaign and election[10]. We find evidence that social bots play a key role in the spread of fake news. Accounts that actively spread misinformation are significantly more likely to be bots. Automated accounts are particularly active in the early spreading phases of viral claims, and tend to target influential users. Humans are vulnerable to this manipulation, retweeting bots who post false news. Successful sources of false and biased claims are heavily supported by social bots. These results suggests that curbing social bots may be an effective strategy for mitigating the spread of online misinformation.

Big Data Analytics and Deep Learning are two high-focus of data science. Big Data has become important as many organizations both public and private have been collecting massive amounts of domain-specific information, which can contain useful information about problems such as national intelligence, cyber security, fraud detection, marketing, and medical informatics. Companies such as Google and Microsoft are analysing large volumes of data for business analysis and decisions, impacting existing and future technology. Deep Learning algorithms extract high- level, complex abstractions as data representations through a hierarchical learningprocess. Complex abstractions are learnt at a given level based on relatively simpler abstractions formulated in the preceding level in the hierarchy. A key benefit of Deep Learning is the analysis and learning of massive amounts of unsupervised data, making it a valuable tool for Big Data Analytics where raw data is largely unlabelled and un-categorized. In the present study, we explore how Deep Learning can be utilized for addressing some important problems in Big Data Analytics, including extracting complex patterns from massive volumes of data, semantic indexing, data tagging, fast information retrieval, and simplifying discriminative tasks. We also investigate some aspects of Deep Learning research that need further exploration to incorporate specific challenges introduced by Big Data Analytics, including streaming data, high-dimensional data, scalability of models, and distributed computing[12]. We conclude by presenting insights into relevant future works by posing some questions, including defining data sampling criteria, domain adaptation modeling, defining criteria for obtaining useful data abstractions, improving semantic indexing, semi - supervised learning, and active learning

III. PROPOSED SYSTEM

In this paper a model is build based on the count vectorizer or a tfidf matrix word tallies relatives to how often they are used in other articles in your dataset can help . Since this problem is a kind of text classification, Implementing a Naive Bayes classifier will be best as this is standard for text-based processing. The actual goal is in developing a model which was the text transformation (count vectorizer vs tfidf vectorizer) and choosing which type of text to use (headlines vs full text). Now thenext step is to extract the most optimal features for countvectorizer or tfidf-vectorizer, this is done by using a n-number of the most used words, and/or phrases, lower casing or not, mainly removing the stop words which are common words such as “the”, “when”, and “there” and only using those words that appear at least a given number of times in a given text dataset.

IV. SYSTEM ARCHITECTURE

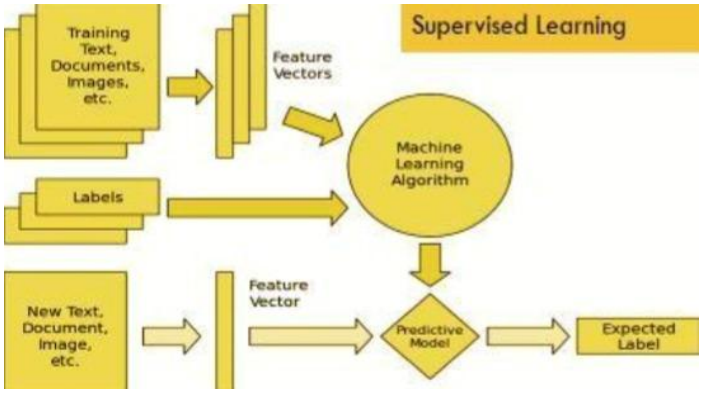

Fig1. Example of an image with acceptable resolution

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MODULES

- Data Use
- Reprocessing
- Feature Extraction
- Training the Classifier

MODULES DESCRIPTION

Data Use

In this paper we are using different packages and to load and read the data set we are using pandas. By using pandas, we can read the .csv file and then we can display the shape of the dataset with that we can also display the dataset in the correct form. We will be training and testing the data, when we use supervised learning it means we are labelling the data[14]. By getting the testing and training data and labels we can perform different machine learning algorithms but before performing the predictions and accuracies, the data is need to be pre-processing i.e. the null values which are not readable are required to be removed from the data set and the data is required to be converted into vectors by normalizing and tokening the data so that it could be understood by the machine. Next step is by using this data, getting the visual reports, which we will get by using the Mat Plot Library of Python and Sick it Learn. This library helps us in getting the results in the form of histograms, pie charts or bar charts.

Reprocessing

The data set used is split into a training set and a testing set containing in Dataset 1 -3256 training data and 814 testing data and in Dataset II- 1882 training data and 471 testing data respectively. Cleaning the data is always the first step. In this, those words are removed from the dataset[15]. That helps in mining the useful information. Whenever we collect data online, it sometimes contains the undesirable characters like stop words, digits etc. which creates hindrance while spam detection. It helps in removing the texts which are language independent entities and integrate the logic which can improve the accuracy of the identification task.

Feature Extraction

Feature extraction s the process of selecting a subset of relevant features for use in model construction. Feature extraction methods helps in to create an accurate predictive model. They help in selecting features that will give better accuracy. When the input data to an algorithm is too large to be handled and it's supposed to be redundant then the input data will be transformed into a reduced illustration set of features also named feature vectors. Altering the input data to perform the desired task using this reduced representation instead of the full-size input. Feature extraction is performed on raw data prior to applying any machine learning algorithm, on the transformed data in feature space.

Training the Classifier

As In this paper I am using Sickie-Learn Machine learninglibrary for implementing the architecture.Sickie Learn is an open source python Machine Learning library which comes bundled in 3rd distribution anaconda. This just needs importing the packages and you can compile the command as soon as you write it[16]. If the command doesn't run, we can get the error at the same time. I am using 4 different algorithms and I have trained these 4 models i.e. Naive Bayes, Support Vector Machine, K Nearest Neighbours and Logistic Regression wick are very popular methods for document classification problem[20]. Once the classifiers are trained, we can c heck the performance of the models on test-set. We can extract the word count vector for each mail in test-set and predict it class with the trained models.

V. ALGORITHMS NAIVE BAYES

- One of supervised learning algorithm based on probabilistic classification technique.
- It is a powerful and fast algorithm for predictive modelling.
- In this paper I have used the Multinomial Naive Bayes Classifier.
- Support Vector Machine- SVM

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- SVM are a set of supervised learning methods used for classification, and regression.
- Effective in high dimensional spaces.
- Uses a subset of training points in the support vector, so it is also memoryefficient. Logistic Regression
- Linear model for classification rather than regression.
- The expected values of the response variable are modeled based oncombination of values taken by the predictors.

VI. RESULT

- Algorithm's accuracy depends on the type and size of your dataset. More the data, more chances of getting correct accuracy.
- Machine learning depends on the variations and relations
- Understanding what is predictable is as important as trying to predict it.
- While making algorithm choice , speed should be a consideration factor.

REQUIREMENT ANALYSIS

Requirement analysis, also called requirement engineering, is the process of determining user expectations for a new modified product. It encompasses the tasks that determine the need for analysing, documenting, validating and managing software or system requirements. The requirements should be documentable, actionable, measurable, testable and traceable related to identified business needs or opportunities and define to a level of detail, sufficient for system design.

FUNCTIONAL REQUIREMENTS

It is a technical specification requirement for the software products. It is the first step in the requirement analysis process which lists the requirements of particular software systems including functional, performance and security requirements. The function of the system depends mainly on the quality hardware used to run the software with given functionality.

DATA FLOW DIAGRAM

- The DFD is also called as bubble chart. It is a simple graphical formalism that can be used to represent a system in terms of input data to the system, various processing carried out on this data, and the output data is generated by this system.
- The data flow diagram (DFD) is one of the most important modelling tools. It is used to model the system components. These components are the system process, the data used by the process, an external entity that interacts with the system and the information flows in the system.
- DFD shows how the information moves through the system and how it is modified by a series of transformations. It is a graphical technique that depicts information flow and the transformations that are applied as data moves from input to output.
- DFD is also known as bubble chart.
- A DFD may be used to represent a system at any level of abstraction.
- DFD may be partitioned into levels that represent increasing information flow and functional detail.
- It is the testing of individual software units of the application .it is done after the completion of an individual unit before integration.

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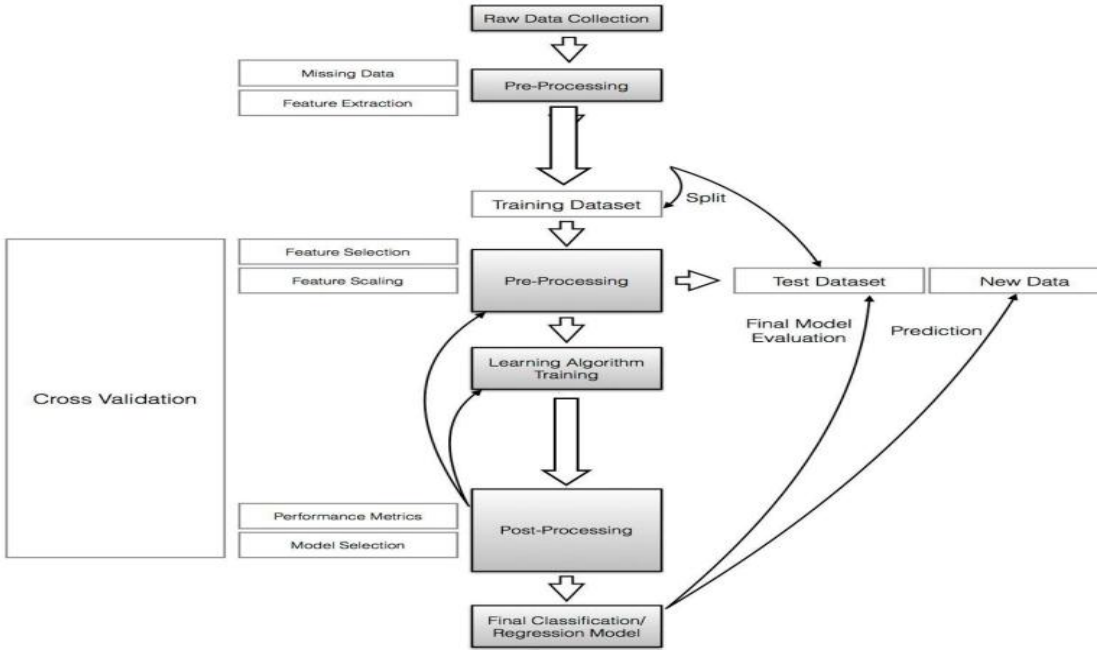

Fig 2. Data flow diagram

VII. CONCLUSION

Many people consume news from social media instead of traditional news media. However, social media has also been used to spread fake news, which has negative impacts on individual people and society. In this paper, an innovative model for fake news detection using machine learning algorithms has been presented. This model takes news events as an input and based on twitter reviews and classification algorithms it predicts the percentage of news being fake or real.The feasibility of the project is analysed in this phase and business proposal is put forth with a very general plan for the project and some cost estimates. During system analysis the feasibility study of the proposed system is to be carried out. This is to ensure that the proposed system is not a burden to the company. For feasibility analysis, some understanding of the major requirements for the system is essential. This study is carried out to check the economic impact that the system will have on the organization. The amount of fund that the company can pour into the research and development of the system is limited. The expenditures must be justified. Thus the developed system as well within the budget and this was achieved because most of the technologies used are freely available. Only the customized products had to be purchased.

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