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SMART FAKE NEWS PREDICTION USING MACHINE LEARNING FOR SOCIAL MEDIA

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Abstract - *Fake news are described with an intention to misdirect or to delude the reader. We have presented a response for the task for fake news, individuals are clashing if not by large poor locators of fake news. For this reason new system is generated for fake news identification. The result of this project determines the actual fake news detection for social networks using machine learning. Number of peoples having social media accounts such as facebook, whatsapp, twitter,etc. This social network is main source of news. Because of the wide effects of the huge fake news, individuals are clashing if not by large poor locators of fake news. While these systems are utilized to make an increasingly dynamic complete start to finish arrangement, we need to talk with to progressively troublesome cases where progressively solid sources and creators release counterfeit news. As, the goal of this model was to make an apparatus for recognizing the language plans that depict fake and certified news utilizing AI, AI and regular language preparing strategies. The results of this system demonstrate the limit with regards to machine learning and AI to be significant. We have developed a new system that gets many no of natural signs of genuine and fake news & also an application that guides in the representation of the classification choice.*

Key Words: **Content modeling, Fake news detector, Fake news categorization, Stance detection, Machine learning, Social media, online fake news, twitter.**

1. INTRODUCTION

There are a number of people having profiles on social media platforms (SMPs) are growing, thus hiding their identity for malicious purposes. Over the last few years, online social networks have seen both the number of users and the amount of information shared explosively rise. Users may use these sources of messages to connect, share, discover and disseminate information. Some of those services provide social connections (Facebook and Twitter, for example). Others (YouTube and Flicker, for starters) are used for sharing content. One of the main research problems is determining what users do on such sites.

System Uses Twitter's Social Network as our case study. To identify the document, numerous techniques were suggested, including rule-based, neural network, decision trees, and machine learning. There are also several machine learning-based tricks and classifications. The basic idea behind these strategies is to identify news types using a qualified classifier that can predict some of the predefined classes associated with a news category automatically. Nave Bayes employs the idea of chance. The parameter in Nave Bayes was taught by training the module with the Bayesian rule of probability. The performance of a system that represents a text document as a bag of words with each word considered independent of the others is primarily degraded.

2. HISTORY AND BACKGROUND

According to [1] the event-based approach based on consumer curiosity used by LeMeNo for News Recommendation. The network of recommendations is focused on both current events and customer expectations. News articles are recommended using machine learning techniques such as grouping related articles, predicting their content, subject similarity, and keyword extraction. The system learns user preferences based on the amount of time spent reading a post, as well as the user-specified rates of interest in different subjects. In this day and age, where there are so many news sources to choose from, it's critical to develop a solution that can guide customers to relevant articles based on their preferences. To increase the likelihood of users recommending a related post, our architecture integrates several approaches to news recommendations.

According to [2] Evaluates some of the most Machine learning techniques are commonly used to automatically identify Nepali data, particularly Naive Bayes, SVM and Neural Networks. The method is being experimented with a self-created Nepali News Corpus with 20 different categories and a total of 4964 posts, gathered online by crawling various national news portals. Functionality dependent on TF-IDF is derived to train and examine the models from the preprocessed documents. The classification pip.

According to [3] Social Poisson factorization (SPF), a Probabilistic model incorporating social network information into a standard factorization method; SPF applies to the algorithmic suggestion a social aspect. It provides a robust method to test SPF data and shows that it outperforms rival methods on six datasets in the real world; data sources include a social reader and Etsy.
According to [4] Privacy risks Similar to numerous emerging and influential automation patterns, including

internet customization, behavioral profiling and location-based customization. Program analyzes user behaviors about privacy and personalization, as well as technologies that can help reduce the risks to privacy. Program ends with a review that describes risks and technical solutions as well as places at the nexus of personalization and privacy for further study. Such structures will help programmers and analysts place the data protection issues in perspective of solutions when designing customization systems.

According to [5] A Active approach to creating an organized user profile that highlights the transient essence of active user behaviour. The user profile is collected from diverse, heterogeneous data sources, documenting dynamic consumer activity over time, to reliably represent changing desires. Natural language processing techniques, machine learning, and semantic interface technologies were used to capture relevant user data and implement the proposed "3D User Profile." User profiles created as structured data are frequently supported by our approach, allowing other customized recommendation systems and Semantic Linked Open Data applications to use them to provide smart, personalized services.

According to [6] The recommendation system is part of the information retrieval area, the data mining class and the machine learning class. Recommendation tools play a central role in the ecommerce market today. Customers are typically notified of items such as books, dvds, photographs, electronic devices, and much more through recommender systems. Recommendation services assist consumers in receiving personalized feedback, making informed choices about their online purchases, the revenue and redefining the web browsing experience for users, retaining customers, and improving their shopping experience.

According to [7] User profile model to define user preferences that are multi-perspective. Then system discuss the degree of user preferences for historical news and propose a method for calculating historical news ' preferential weight based on the user's reading behavior and news popularity. This approach may create user profiles more effectively. System also provide a dynamic news recommendation method that takes into account the preferences of both short-term and long-term users. Recommendation based on content: the recommendation system attempts to find news with content similar to the news the user has read.

According to [8] a platform to improve user interaction and familiarity with Networks Communications.

3. PROPOSED SYSTEM AND DESIGN

Short messages are a popular mode of communication on online social networks, and they often use nonstandard language variations. These characteristics make this a difficult text genre to process in natural language. Sentiment analysis is a general concept that refers to the use of Natural Language Processing (NLP) and Machine Learning (ML) to identify user opinions. Different methods for positive negative classification, aspect-based classification, polarity-based classification, and so on have been developed by various researchers. The proposed sentiment analysis methodology is close to product review based sentiment analysis.

3.1 Proposed work of project:

1. Data Acquisition: First of all the information for different Social Media accounts based on certain parameters is extracted from API.
2. Preprocessing: Then we will apply various preprocessing steps such as lexical analysis, stop word removal, stemming (Porters algorithm), index term selection and data cleaning in order to make our dataset proper.
3. Lexical analysis: Lexical research divides the alphabet into two categories: 1) word characters (for example, the letters a-z) and 2) word separators (e.g space, newline, tab).
4. Stop word removal: Stop word elimination is the process of removing terms that appear regularly in documents.
5. Stemming: Stemming replaces all the variants of a word with a single stem word. Variants include plurals, gerund forms (ing forms), third person suffixes, past tense suffixes, etc.).
6. Data Training: We compile artificial as well as real time using online news data and provide training with any machine learning classifier.
7. Testing with machine learning (SVM, NB, RF): We predict online news using any machine learning classifier, weight calculator for real time or synthetic input data accordingly.
8. Analysis: We demonstrate the accuracy of proposed system and evaluate with other existing systems.

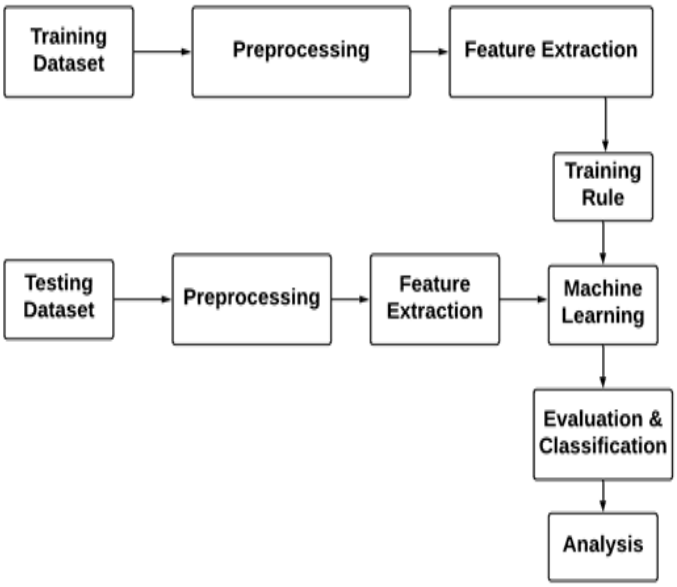

Fig -1: System Architecture

3.2 Algorithm Design

3.1.1 Algorithm 1 : Naive Bayes

Input: Feature of training rules Train_Features [], features for test record Test_Features []
Output: highest Similarity weight for class label
Step 1: Read all rules from DB for each (Rec R into Train [])! =Null
Step 2: items [] split(R)
Step 3: items1 [] split (TestF)
Step 4: w=Calculate_Weight (DB [i], items1)
We can estimate weight values for our training data and test data using fake news detection
Step 5: Return w;

3.1.2 Algorithm 2: Random Forest

Input: Training Rules Tr[], Test Instances Ts[], Threshold T.
Output: Weight w=0.0
Step 1: Read test instance from (TsInstnace from Ts)
Step 2: $TsIns = \sum_{k=0}^{n}\{Ak \dots An\}$
Step 3: Read each train instance from (TrInstnace from Tr)
Step 4: $TrIns = \sum_{j=0}^{n}\{Aj \dots \dots Am\}$
Step 5: w = Calculate_Weight (TsIns, TrIns)
We can estimate weight values for our training data and test data using fake news detection
Step 6: if (w >= T)
Weight and label (Fake) return;
Else
Weight and label (Real) return;
Step 7: Return Current weight and Predicted class label

4. RESULT AND ANALYSIS

Dataset Used:
We used the Twitter API to gather data from online social media for this analysis. We extract various existing news as well as currently posted information through various uses using this API. We downloaded about 2000 samples to use supervised learning algorithms to test the proposed method. 10 fold cross-validations is used with the data splitting mechanism.

Table-1: Dataset description downloaded using twitter API

Total Size	**2000**
Training Samples	**1450**
Testing Samples	**650**

The figure 2 illustrates predication accuracy of system with various numbers of samples.

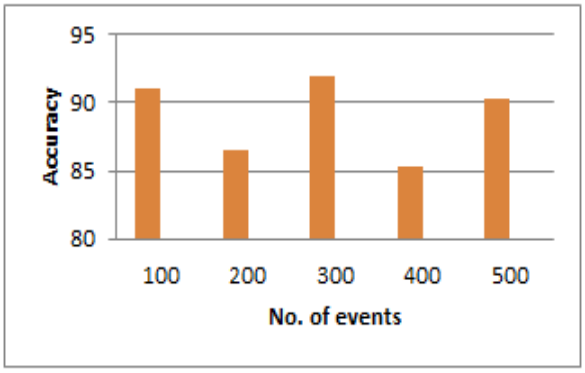

Chart -1: Accuracy with No. Of Events

- Recall = $\frac{TP}{TP+FN}$
- Precision= $\frac{TP}{TP+FP}$
- F measure = $\frac{2*Recall*Precision}{Recall+Precision}$
- Accuracy= $\frac{TP+TN}{Total}$

Table -1: Comparative Result between proposed system (Random forest and NB) and existing system SVM algorithm

Algorithm	Recall	Precision	F - Score
SVM	0.90	0.93	0.90
NB	0.65	0.70	0.68
RF	0.69	0.66	0.59

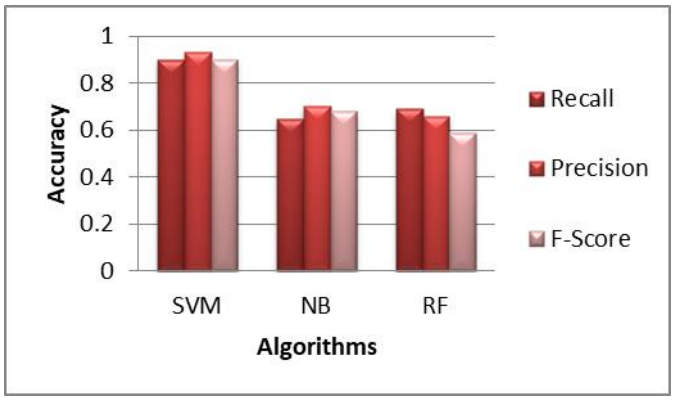

Fig -3: System performance evaluation with proposed vs existing

Figure 3 compares the proposed algorithms' classification accuracy to that of various current machine learning algorithms. The proposed hybrid algorithm outperforms SVM [6] in terms of accuracy.

5. CONCLUSION

The method proposed performed better than those accepted for the three approaches. Using that proposed approach, the accuracy, retrieval, and error of recognition were enhanced. The reason for the move was that it scrapped some redundant functions which did not provide gender separability. The proposed method abused characteristics that were not recognized by the three chosen approaches. The proposed system describes a personalized based news recommendation from social media. The online news population dataset also available on machine learning UCI repository. During the initial research process, the system's output is assessed using this dataset, and accuracy is calculated. However, there is still room for development by introducing a hybrid model that uses a range of feature selection approaches.

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