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FAKE NEWS DETECTION FOR ADVANCED MACHINE LEARNING USER PROFILE ANALYSIS IN SOCIAL MEDIA

Laxminarayan Sahu, Research Scholar, MSIT, MATS University, Raipur (C.G.), Email: pro.lns711@gmail.com
Prof. Dr. Bhavana Narain, Professor, MSIT, MATS University, Raipur (C.G.), Email: narainbhawna@gmail.com

Abstract
The popularity of consuming news on social media is rising. Because social media is low-cost, user-friendly, and rapidly disseminates information, users find it enticing. False information does, however, also propagate thanks in part to social media. Because fake news has such detrimental impacts on society, identifying it has become increasingly important. However, depending only on news content usually leads to an inadequate detection performance since false news is designed to look like actual news. As such, a detailed comprehension of the relationship between social media user profiles and fake news is necessary. This research article examines the use of machine learning techniques for the purpose of detecting fake news. It covers significant issues such as dataset analysis, feature integration, and user profiles. The study blends characteristics to build comprehensive feature sets. High-dimensional datasets provide challenges, however, dimensionality can be reduced by Principal Component Analysis (PCA). The study uses datasets from "Facebook", “Instagram”, and "WhatsApp," which encompass a variety of data processing techniques, to completely evaluate several machine learning models. The examination of curves improves the evaluation of the Random Forest classification model even more. The outcomes show which feature and model combinations work best, with our model beating other models.

Keywords: Fake News, Machine Learning techniques, Principal Component Analysis (PCA), Social Media.

Introduction

Disinformation, often colloquially referred to as "fake news," is a phenomenon that has been present throughout human history, although the term and its current manifestations are relatively new. While the term "fake news" gained widespread recognition in the 21st century, the concept of spreading false or misleading information predates the internet and modern media by centuries. Here, we'll explore the historical roots of disinformation, its evolution, and its contemporary impact [1]. However, manual fact-checking requires a lot of work and knowledge, and it cannot keep up with the amount of false information that is produced. Because of this, scientists have created methods for automatically identifying false news using data mining and machine learning [2]. A few instances of fake news that have an impact on the environment are the claims that Barack Obama was hurt in an explosion that surfaced in 2017 [3]. Sometimes the purpose of spreading false information is to make people more anxious and confused. This was the case with "Facebook", “Instagram”, and “WhatsApp” which led a man to attack a restaurant in 2016 with a rifle after it was widely reported by Hillary Clinton that there were young children and sex slaves there who were abusing children. Hillary Clinton's extensive online publication of photos showing child abuse resulted in a $130 billion loss in market value [4]. Given this, we can conclude that the breadth, diversity, and grave dangers associated with false news, together with the broader threat posed by the disinformation spreading on social media, are reasons for concern due to the potential social costs that they may inflict in the near future [5]. All of these variables have made it necessary to identify fake news spreaders and detect fake news in general; therefore, the main objective of this proposal is to examine the role that user profiles and other features play in such activities. According to recent research, it is possible to identify users who are more inclined to believe

false information and separate them from users who are more likely to believe real information by looking at the association between user-profiles and the spread of incorrect information [6].

Approaches that consider context-based features in addition to content-based features have gained popularity recently due to the positive results of recent studies [7]. Knowing the beginnings and evolution of misinformation is crucial to comprehending its persistent nature and changing forms in an era of widespread misleading information. The intentional spread of misinformation at pivotal moments, such as the 2016 U.S. presidential election, emphasizes the enormous impact of fake news on public opinion and important advances in society. The problem or knowledge gap that this study aims to address is the pervasive issue of disinformation, commonly known as "fake news." Although the term "disseminating inaccurate or misleading information" only gained widespread recognition in recent years, the topic has historical roots that predate both the internet and current media.

Details about the user, such as age, location of residence, quantity of followers, etc. Reactions resulting from fake news can be an important way to identify a user's credibility index since comments are a common way for users to express their opinions and because they can contribute to negative elements [8]. Since social media platforms are used to quickly reach a wide audience, studying the networks that disseminate information has particular importance because of how quickly those networks can connect with a large number of users.

The investigation of the function that user profiles and other features play in identifying fake news spreaders and detecting fake news in general is one of the research's distinctive contributions.

In this research work, we made several significant advancements in the domains of machine learning and data analysis. These contributions can be summarized as follows:

a) Selection and Feature Engineering: Through a rigorous process of feature engineering and selection, we combined various feature categories. The combination of these elements allowed us to obtain a more comprehensive image of the data.

b) Dimensionality Reduction: To solve the issue of excessive dimensionality in our datasets, we employed Principal Component Analysis (PCA) after feature selection. This dimensionality reduction technique increased computational performance and decreased the risk of overfitting.

c) Comprehensive Model Evaluation: We conducted a comprehensive evaluation of several machine learning models, such as Random Forest using the "Facebook", “Instagram”, and "WhatsApp" datasets. This review made use of several feature sets and data processing methods, including PCA.

d) ROC Curve Analysis: To assess the effectiveness of our classification model, for three distinct datasets. The ability of the model to identify positive and negative instances in a range of settings is graphically represented by these curves.

e) Model and Feature Selection: After conducting a thorough study, we determined the optimal model feature combinations. The Random Forest Model demonstrated the highest accuracy.

Contribution and Study Outline

A suggested technique avoids profiling by using Twitter users to filter them out of the article evaluation process during model optimization. The program maximizes the correlation between the item and its spreaders by using objective functions. Three neural classifiers have been trained with the system, and the results indicate improved performance on fake news datasets and enhanced ability to distinguish between false and authentic news [9]. A topic model is used by an interactive research paper recommender system to examine topics in a researcher's work and determine user preferences through feedback. The method uses a bag-of-topics metric to estimate the similarity between searches and publications, modeling questions as a bag of topics. By keeping track of favored papers, adding recurrent themes, and trimming down on neglected topics, users' preferences are taken into account [10]. The study suggests a technique that uses biased terms in self-descriptions to identify bogus news

on social networking sites. Multiple people posting the same news URL are used to construct feature vectors through machine learning. In tests using real and bogus news from the US and Japan, the technique had an average classification accuracy of 97.2% [11]. Social media has made it possible for bogus news to spread, which has disrupted society and caused uncertainty. Research on computational false news identification has gained traction as a response to this.

One significant obstacle is the absence of thorough and user-driven benchmark datasets for fake news. Fake News Net, a benchmark data repository for false news, is presented in this study with two extensive datasets that include a variety of variables related to news content, social context, and spatiotemporal information [12]. This article examines the most recent developments in user profiling, with an emphasis on the techniques, traits, and taxonomy of user profiles. Data collection, feature extraction, profiling methods, and performance metrics are covered. Issues with cold starts, trust, privacy, databases, and computing complexity are among the challenges. The paper also identifies a promising avenue for future investigation into improving user profiling. The results demonstrate that the creation of precise user profiles for service customization is improved by an efficient modeling procedure [13]. This study maps 51 out of 2478 papers to test a new research approach called review-based user profiling, or RBUP. The researchers conducted a multi-dimensional analysis of each phase of the generic RBUP process that they had discovered. The findings demonstrate the necessity for additional research and the inadequacy of traditional methodologies for completely comprehending user characteristics and requirements. The report emphasizes the necessity of additional research and thorough reviews [14].

Millions of people have access to e-commerce, entertainment, and information through the World Wide Web. It's challenging to group users according to their tastes, though. One way to solve this problem is to develop a web platform that functions as middleware and uses "user profiling" to analyze user data. This article shows how neural networks may predict new user attributes by presenting an online profile mechanism in a virtual e-shop. By sending tailored adverts straight to mobile devices, this strategy helps retailers as well as customers [15]. Taking into account tweet and user characteristics, a new algorithm forecasts user influence in disseminating genuine or fraudulent news on social media. It performs better than current models and looks at key aspects for differentiating between spreaders of bogus and authentic news [16]. Because fake news spreads quickly and has the power to sway public opinion, it has grown to be a serious problem on social media. In order to determine which people spread bogus news, this research examines two Twitter datasets. User attributes, including personality traits, emotions, and writing style, surpass baseline models and achieve an average precision of 0.80 to 0.99 when it comes to predicting the spreaders of fake news, according to the study [17]. In order to address missing variables in news or social media data, the study proposed a multiple imputation technique using the Multiple Imputation Chain Equation (MICE). Effective characteristics were extracted using Inverse Document Frequency and Term Frequency.

To categorize missing data variables, naïve Bayes, passive-aggressive, and Deep Neural Network (DNN) classifiers were employed. The method's accuracy in identifying false news was 99.8% [18]. The study developed a bidirectional long short-term memory model for detecting false news by using sentiment and emotion analysis of news items and user comments. The model outperformed previous research with a high detection accuracy of 96.77%. The publisher and crowd stances-based extracted features increased the model's effectiveness [19]. SceneFND is a system designed to identify false news by integrating textual, contextual, and visual representations. It makes use of news post photos and word embeddings. Significant variations between the frequency of fake and real news are revealed by statistical research. According to experimental results, SceneFND enhances textual baseline performance in the PolitiFact and GossipCop datasets by 3.48% and 3.32%, respectively. Based on the material in the text, a number of research gaps or questions in the areas of

user profiling, false news identification, and related subjects can be found. The following are a few potential research gaps and questions:
a) Feature Integration for the Identification of False News: There is a dearth of established methodologies and best practices for efficiently integrating various feature categories, such as linguistic, user profile, and structural features, which makes it difficult to build an extensive and informative feature set that will enhance the performance of fake news detection systems [12,17].

b) Handling High Dimensionality in Datasets for Detecting False News, Research Gap: Currently, the research community does not have a thorough understanding of the techniques that may be applied to address the issue of high dimensionality in datasets used for false news detection. To find out how these techniques affect computing efficiency and overfitting risk in these kinds of systems, more investigation is required [20].

c) Evaluation of the Entire Model for False News Identification: We are still unsure of the critical factors to consider in evaluating machine learning models for the purpose of identifying false news across a range of feature sets and datasets. Further research is needed to determine how these factors may affect the selection of optimal models and configurations for reliable detection systems [21].

d) Model Performance Assessment Using Visual Analysis: There hasn't been much in-depth research done in the field on the use of visual analysis techniques like ROC curve analysis to better understand machine learning model performance in the context of fake news detection. Understanding the need and potential advantages of visual assessments is still relatively new [23].

e) Optimal Model-Feature Combinations for False News Identification: Not much research has been done to date to identify and elucidate the feature sets and model combinations that combine to produce high interpretability and accuracy levels in the fake news detection process. Furthermore, more investigation is required to ascertain the optimal methods for locating and utilizing these combinations in order to enhance system performance [11].

Proposed Experimental Research Work
The research's purposeful aim is to unravel the intricate connection between fake news and social media user profiles. The current study employs machine learning techniques, which include fundamental elements such as feature integration, user profiles, and dataset analysis. Using characteristics from the Random Forest model, the methodological approach is comprehensive.

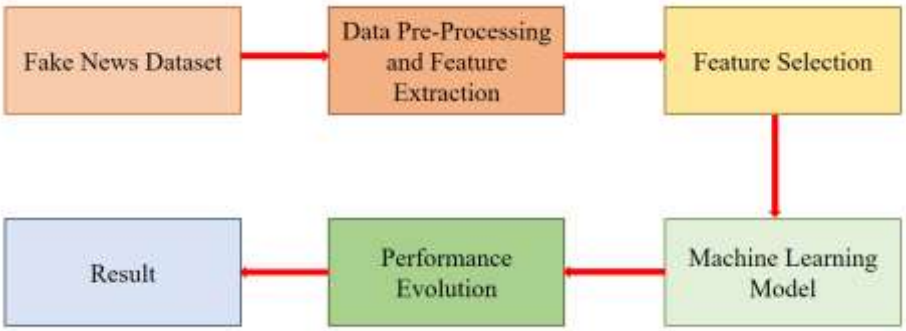

Fig. 1: Proposed Architecture Diagram of Fake News Detection

Another technique used to decrease the challenges presented by high-dimensional datasets is Principal Component Analysis (PCA). Figure 1 illustrates the recommended approach. First, the Fake News Net dataset, which provides a large variety of labeled actual and false news items

and social media messages, serves as the foundation for this study. Text cleaning, tokenization, and lemmatization are examples of pre-processing procedures that are used to prepare the data for analysis.

3.1. Dataset Description and Preprocessing

This study made use of an open-source Social media (Instagram, Facebook, Twitter) fake news dataset [10]. Several search engines' web pages were scraped to build the public dataset. Since there is always bogus news and agendas in the world, automated data science methods were used to curate the entire set of data. The challenge to use such data to develop an effective architecture for false news detection was issued on the data science community. Because this particular false news database includes a dataset from a wide range of Facebook, Instagram, and WhatsApp sites, it has been used in this investigation. The dataset, which includes 26,000 distinct example documents, has been effectively utilized in several studies to detect false news [11], [12].

Table 1: Fake News Dataset Details

Dataset	Platform	User (Without Filtering)	Sharing	True news	Fake News
Fake News Net	Instagram	162252	282644	352	578
	Facebook	205750	899548	5213	7319
	WhatsApp	197246	102178	1205	25065

1.2.Data Pre-processing and Feature Extension

We list the essential phases in data preprocessing and feature extraction. Figure 2 shows the steps involved in adding a new feature using process of extracting features.

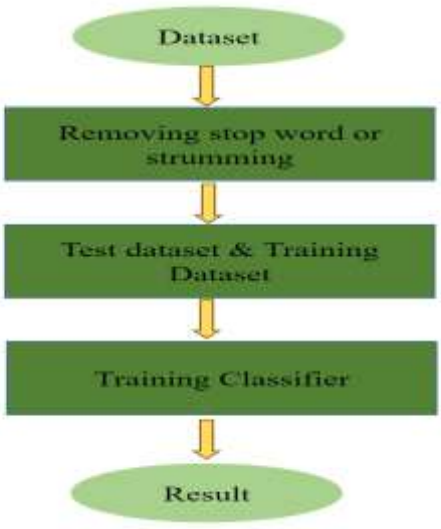

Fig. 2: Training Dataset

1.2.1. User Profile Feature

Because user profile attributes provide insight into the characteristics of people who interact with news items, they are a crucial component of our research. These details are extracted from user profiles that are connected to news items and sources. Our study's objective and the importance of user profile attributes. User profile features help identify user preferences and behavior patterns that could reveal the authenticity or reliability of a news source or item. Certain user behaviors, including as posting patterns and interaction levels, could indicate the presence of biased or fraudulent news. Adding features from user profiles will make our categorization model more discriminating. These characteristics enable the model to make better judgments by providing it with a deeper comprehension of the context around news stories.

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1.2.2. Random Forest

Several decision trees are built using an ensemble method known as Random Forest, and their forecasts are then combined. It seeks to improve generalization by reducing overfitting and increasing tree averages. Random Forest is widely used for classification jobs since it can handle high-dimensional data and provide feature relevance rankings. It effectively captures intricate interactions between features and labels.

$$YRF\ (x) = \frac{1}{N}\sum_{i=1}^{N} Y_{treei}\ (x) \text{ ----------(1)}$$

II. Comparison of Performance Model

To find the optimal model for our particular situation, we analyzed the models' performance in terms of accuracy, precision, recall, F1 score, and other pertinent metrics. Our model has the maximum accuracy for our suggested Unified feature set (ALL). Table 3 displays the results of our experiment, which evaluated the performance of various machine learning models on the "Facebook" “Instagram”, and "WhatsApp" datasets. The objective was to assess these models' accuracy, precision, recall, and F1-measure performance for the classification problem. In the "Facebook" dataset, we discovered that the "Random Forest" model achieved 96.78% accuracy, 94.97% precision, 92.99% recall, and 92% F1 measure. In the "Instagram" dataset, we discovered that the "Random Forest" model achieved 97.81% accuracy, 95.77% precision, 94.15% recall, and 94% F1-measure. In the "WhatsApp" dataset, we discovered that the "Random Forest" model achieved 96.21% accuracy, 93.41% precision, 96.07% recall, and 95.1% F1-measure.

Table 2. Performance Matrix of Machine Learning on Fake News Detection Dataset

Dataset	Model	Accuracy	Precision	Recall	F1-Masure
Facebook	Random Forest	96.78%	94.97%	92.99%	92%
Instagram	Random Forest	97.81%	95.77%	94.15%	94%
WhatsApp	Random Forest	96.21%	93.41%	96.07%	95.1%

In our study work, the Receiver Operating Characteristic diagram is a crucial tool for assessing the efficacy of the Random Forest classification model. The ROC curve provides a graphical depiction with specificity (True Negative Rate) on the horizontal axis and sensitivity (True Positive Rate) on the vertical. Three distinct datasets underwent analysis: A dataset that underwent Principal Component Analysis (PCA) is displayed in Figure 3. The accuracy results for the three datasets show how adaptable and resilient the Random Forest model is, as evidenced by its capacity to categorize Accuracy, precision, Recall, and F1-Maesear samples across a variety of data circumstances.

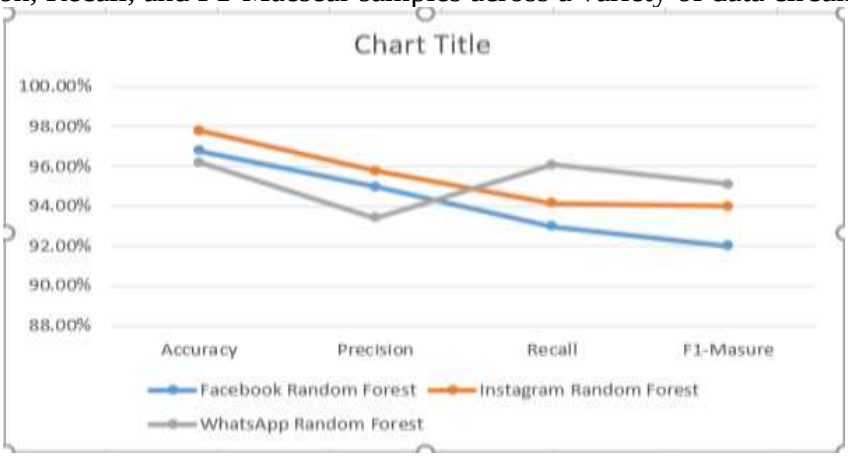

Fig. 3: Performance Matrix of Machine Learning on Fake News Detection Dataset

Conclusion

This work constitutes a significant contribution to the field of false news detection by providing new techniques and providing clarification on key points. The comprehensive feature characteristics of Facebook, Instagram, and WhatsApp demonstrate the significance of a holistic data representation. It highlights how important it is to understand the nuances of language, user behavior, and structural characteristics to accurately identify fake news. Furthermore, Principal Component Analysis (PCA) is used to reduce the dimensionality of high-dimensional datasets, which is a considerable difficulty. Preventing overfitting and improving computational efficiency strengthen and increase the dependability of the models used to identify bogus news. The comprehensive model evaluation demonstrates how flexible and multipurpose fake news detection systems can be. It contains a variety of feature sets, “Facebook”, “Instagram”, and “WhatsApp” datasets, and machine learning models.

This comprehensive study contributes to our understanding of the factors influencing model selection and provides essential knowledge for creating and implementing efficient fake news detection systems. The discovery that the Random Forest model works best on the unified feature set emphasizes the significance of choosing the appropriate model and features. This result emphasizes how critical it is to select the optimal mix to optimize predictive accuracy—a critical component in the identification of false news. This research has a lot of prospective applications. There is potential for development in the form of examining more complex machine learning models, examining various feature categories, and expanding the research's focus to encompass a larger variety of datasets. The model's ability to categorize positive and negative samples in a variety of settings. It also visualizes the performance of the Random Forest classification model. This increases the transparency and comprehensibility of the detection process, fostering trust in the system's decision-making. Subsequent research endeavors would concentrate on enhancing models to achieve wider relevance, guaranteeing comprehensibility, and confronting the dynamic terrain of disinformation identification.

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