STUDY ON FAKE NEWS DETECTION IN SOCIAL MEDIA: A MACHINE LEARNING PERSPECTIVE

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In 21st century, social media is an essential and powerful communication and information tool. The platform provides access to information easily and this has enhanced wide spread of news in a short time. However, widespread of fake news is also a fast-rising issues which an early detection should be critically considered. Fake news has a great tendency to spread very fast on social media because, there is no regulation on how news can be shared unlike the other channels like Newspaper, magazine, TV etc. Therefore, early detection of fake news especially in business is important as this would help organizations to gain loyalty and attract more potential customers prior a negative opinion is formed about the organization. There are different existing study done on detection of fake news, deploying different techniques through Machine Learning, K-Nearest Neighbor classifier, SVM, Naïve Bayes based on available dataset extracted from social media. This paper proposed a framework to enhance the existing work on fake news detection by designing a web extension button to be installed on each different social media platform that would give publisher to confirm the authenticity of the news. Also, the reader would be able to see the status of the authenticity of content before proceeding to read the content of the news. The proposed framework gives confidence and build loyalty with the existing customer which in turn enhances awareness and improves sales

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