

Kelly Stahl

California State University, Stanislaus  
B.S Candidate in Computer Science and Mathematics

## Research Question

How much information is actually correct on social media and how can fake news be detected?

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## Background

### What is fake news?

- Fake news is the deliberate spread of misinformation through traditional news media or social media

### How does fake news occur?

- Fake news sites are constantly being generated; when one goes down another takes its place (Rubin, Chen, & Conroy, 2016)
- Social media users are unaware and “vulnerable”
  - Users of social media are uninformed that there are posts, tweets, articles, etc. created with the sole purpose to misinform others
- False information can spread exceedingly fast
- Fake news can become untraceable to its original source

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## Expected Results

- The literature review is expected to reveal an overwhelming amount of fake news in social media
- This research will lead to a method for detecting fake news in social media, however research in this domain is relatively new, so there will need to be more studies conducted in order to find a reliable method to accurately detect deception in social media

## Methods for Detecting Fake News

Status Photo Place Life Event

### Linguistic Cue Approaches:

- Detect deception by studying different communicative behaviors
  - Researchers believe liars and truth-tellers have different ways of speaking in text-based communication
  - Liars vs. Truth Tellers:
    - Deceivers tend to have a higher word count
    - Deceivers use fewer self-oriented pronouns
    - Deceivers use more sensory based words
- These can serve as linguistic cues to detect deception (Rubin, 2017).

### Network Analysis Approaches:

- Content-based tactics that rely on deceptive language cues to predict deception
- Needs “an existing body of collective human knowledge to assess the truth of new statements” (Conroy, Rubin, & Chen, 2015).
- Fundamental for fact-checking methods

## Significance

### Add a Text Post

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The Impacts of Fake News

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- Fake news can become extremely influential and has the ability to spread at alarming rates
- Misinformation can be difficult to correct and may have lasting implications
- Our youth tends to rely on social media to inform them about politics, important events, and breaking news (Rubin, 2017)
- Decisions made under false pretenses could have grave impacts on our society as a whole

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## References

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