ANALYZING THE SPREAD OF FAKE NEWS

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FAKE NEWS

What?

How?

Why?
WHAT IS FAKE NEWS?

- According to the Cambridge Dictionary, “fake news” is “false stories that appear to be news, spread on the internet or using other media, usually created to influence political views or as a joke”.

- Examples:
  - House Votes To Raise Federal Minimum Wage To $15
  - Dolly’s Paralyzed!, Magzter
  - Frito-Lay Changes Color Of Cheetos To Avoid Association With Trump

1 FAKE NEWS. 2019. IN DICTIONARY.CAMBRIDGE.COM.
2 THE ONION. (2019, JULY 22). HOUSE VOTES TO RAISE FEDERAL MINIMUM WAGE TO $15.
3 MAGZTER. DOLLY’S PARALYZED! (2019, JULY 12)
4 BREAKINGBURGH. FRITO-LAY CHANGES COLOR OF CHEETOS TO AVOID ASSOCIATION WITH TRUMP. (2019, JULY 11).
HOW DOES FAKE NEWS SPREAD?

- Humans
  - Macedonian teens
  - Pizzagate

- Bots
  - Social media

Figure 1: Man aggressively typing on a keyboard. This Photo by Unknown Author is licensed under CC BY-SA-NC

Figure 2: Many social media platforms by Unknown Author is licensed under CC BY-SA-NC
WHY IS THE MITIGATION OF FAKE NEWS IMPORTANT?

To Keep People Safe

To Keep People Informed

To Promote Honesty
PROCESS OF RESEARCH

- Use FakeNewsNet\textsuperscript{5} data repository
  - Run Python developed code
  - Pull tweet information from the code
    - Put information into data chart
    - Compare Real vs. Fake News Data

\textsuperscript{5} SHU, K., MAHUDESWARAN, D., WANG, S., LEE, D., & LIU, H. (2018). FAKE NEWS NET: A DATA REPOSITORY WITH NEWS CONTENT, SOCIAL CONTEXT AND DYNAMIC INFORMATION FOR STUDYING FAKE NEWS ON SOCIAL MEDIA.
FINDINGS

Figure 4: “Comparison of bot scores on users related to fake and real news on PolitiFact dataset.”

QUESTIONS?
REFERENCES