BREAKOUT SESSION

PRESENTATION DESCRIPTION

CHARLES E. SCHMIDT COLLEGE OF SCIENCE

fau.edu/data

Examination of Fake online content from a Viral perspective: An interplay of emotions, resonance, and sentiments

Supriya Kaitheri, Krishnadas Nanath, Sonia Malik*, Shahid Mustafa*

With the growth of social media platforms, the consumption of online content has drastically changed. From a one-to-many communication medium, online content has shaped into a many-to-many medium with people liking, sharing, and interacting with the content. Despite all the advantages of social media, the quality of content on social media does not meet the standard of traditional news organizations. Since providing content in the form of news online is cheaper and a faster way to browse through social media, spreading false information through fake news can lead to federal benefits. In a report by the Jumpshot Tech Blog found that Facebook has 50% of the total traffic to fake news sites and 20% total traffic to reputable websites (Jumpshot, 2016). This research takes up online news to examine the fake content and attempts to develop a model that could automate the detection of fake news.

The authors of this research take up a dataset of news articles that are coded as fake and non-fake. They further use the concepts of virality and explore the ways in how content is made viral with the help of theories in the literature. The modeling is based on the premise that the prime intention of a fake news creator would be to make it go viral and attain the intended reach and clicks. Therefore, the variables that could make online content go viral are selected as the independent variables to predict it in the category of fake or not. The study selects four groups of variables for the machine learning modeling using logistic regression: Verbosity (word and sentence count), emotions (trust, joy, anger, anticipation, disgust, fear, sadness and surprise), topic modeling and resonance between title and article (sentiment match, positive and negative sentiments).