

HOW TO COMBAT FAKE NEWS IN SOCIAL MEDIA – A REVIEW

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Abstract

In this Internet era News on social media is nothing but a metaphor. Fake news posts have exploited social media users' feeds to spread throughout the internet. Combating fake news is the vital issue in almost all popular social media. In this paper I would like to discuss how fake news is viewed by different social media and the measures taken to combat fake and hoax news.

Keywords: Social media, Fake news, Internet

Introduction

Definition and perception about fake news

Fake news is nothing but a clickbait on social media. There was different perception on fake news around the globe. Also fake news is not itself a new term. Only the media it is spreading has changed from newspaper to radio to TV and finally to social media. In short Fake news has existed since the printing press was invented in 1439. A slender description of fake news is news critique that is purposely and verifiably false and could mislead readers. There are two key features of this definition: legitimacy and objective. First, fake news includes false information that can be verified as such. Second, fake news is created with dishonest objective to deceive clients.

"Fake information is building fear psychosis among people," explains Pratik Sinha, founder of Alt News. As Intercept's Glenn Greenwald recently pointed out, "The most important fact to realize about this new term" is that "those who most stridently condemn Fake News are normally those most aggressively broadcasting it".

Fake news can be categorized into following types:

- Spoof (main intension is to play a trick or fool)
- Catchy caption (title does not match or support the news conveyed)
- Deceptive information (false information about someone or an event)
- False intension (original information shared with false background data)
- Impersonating news (original sources are imposter with artificial sources)
- Influenced news(original news is changed to deceive)
- Fabricated news (intension is to harm someone)

Fake news are difficult to identify because they comes in multiple variants, from different sources and with different intention. False news are spreading at a much faster rate than the news from authorized resources. Most people spread the news on a large scale without checking for authenticity.

How Fake News Spread Viral

Before the existence of social media distribution of information or news was very much costly. Initially media also had much more regulations and restrictions. After the rise of social media most of the restrictions has been relaxed which allowed fake news to spread deliberately. This enabled anyone to create and spread any news on a larger volume. In short barriers to create fake news has been demolished.

It started off with the US election campaign. Also the belief of people to spread hoax stories added fuel to it. Social media are getting popular only by the count of users. Every step taken by them should be in the favor of users. One wrong move can shut the media. Social media are also themselves responsible for creating filter bubbles which is nothing but privacy of people can be tested based on their compliance to share.

Humans always crave for affirmation of news they know and social media is the place they gaze for. Many of us love to collect foreign currency for hobby and fake news is just like one. We spread gossips for passion. Our system itself is polluted enough to spread fake news fast. There are tricky ways to show what we want to see in the social media. Fake news generating sources have strong financial intension. The political scenario also enables the fake news to flourish.

Powerful machine-learning techniques are created to manipulate or produce realistic video and audio, and to impersonate anyone with amazing accuracy. FaceApp is a smart phone app from Russia can make changes in anyone face like adding expression or removing wrinkles or even changing the gender. Lyrebird from Montreal University says it can impersonate anyone voice. It even demonstrated it with the help of Obama speech. These tools of AI are generating new content rather than analyzing data.

Top 10 Fake news of the country in 2017

1. Republic TV: Jama masjid in dark due to nonpayment of electricity bills over four crores
2. AajTak: Fatwa in Saudi Arabia that men can eat their wives if hungry
3. Times Now: Conversion rate card unearthed in Kerala
4. Times of India: CPM cyber warriors troll Australian cricketer Tom Moody after Moody's upgrades India's ratings
5. Zee News, ABP: Dawood Ibrahim's assets worth 15,000 crores seized in UAE
6. Republic TV, CNN News 18: Arundhati Roy's statement
7. Republic, Zee News, Times of India, Economic Times, Financial Express: President Kovind gains 3 million new followers in an hour
8. AajTak, India Today, Zee News, ABP News and India TV: Pakistani posts of Kirpan&Pimpal destroyed by Indian Army in an immediate retaliation to beheading of soldiers
9. Republic TV, Times Now: Exclusive! What is Robert Vadra doing with the Chinese envoy
10. Zee News: Nostradamus had predicted the rise of supreme leader Narendus

How did Social Media responded to Fake News?

After widespread criticism that the companies are failing to deal with fake news, Twitter, Facebook and Google have all announced measures to crack down on misinformation online. Facebook, which has faced the most scrutiny, says it is enlisting fact checkers to flag disputed stories, cutting off advertising revenue to fake news sites, and better reviewing adverts on the site.

Facebook asked its users to share the news site they trust the most so that it can feature the news significantly. This will also help them to understand the trust worthy source of news. Facebook also decided to show the news mostly from the family and friends.

Wechat China's social app uses an internal tool, We Seer, to monitor content and handle superfluous information and parody Twitter says it has become better at dealing with bots, and Google has promised better algorithms to police YouTube. "We believe the indicators can help our algorithms better understand authoritative journalism – and help us to better surface it to consumers," said Richard Gingras, vice president of news products at Google, in a statement. Google is among those helping fund the Trust Project.

"The hope with the Trust Project's Trust Indicators is to empower news consumers, like me, to make informed decisions about the news we read," Newmark said. "And it helps news outlets and digital platforms be transparent so that I have the tools to know which information I can trust and which I should be skeptical of."

However, critics continue to argue that not enough is being done, and that the tech companies are reluctant to take action, for fear of being seen as biased, or of being seen to accept that they are publishers. Moreover rather than the victim of fake news spread the media who supported it to spread the news is getting affected more. Practically and ethically though they can prevent the spread the media don't want to do so. Facebook is now viewed as the most powerful media platform in the world, but it repeatedly says it is not a media company.

How to Combat Fake News through Artificial Intelligence

The shock waves of fake news hits the social media like a tsunami. They sounded like they are from authorized sources. Artificial intelligence is recently being influenced to find words or even their patterns that can toss light on fake news stories. AI has recently proved in identifying the fake news by behavior learning and pattern recognition.

How is Fake News Excavated?

To tackle fake news spread, first we should learn to identify them. Here are some techniques to combat fake news.

Web Page Scoring

This technology is invented by Google and it is based on the facts accuracy in web page scoring. It learns the context of the page rather than waiting for third party approval

Weigh Facts

The news is weighed i.e. checked whether the facts presented are accurate or not in terms of context. It is then cross checked with the facts presented by other sites.

Predict Reputation

Knowing the source reputation of the news is another important factor in nipping fake news from the root. News from reputed source will be considered reliable rather than news from unpopular source. The news source is checked for authenticity with the help of machine learning model.

Check for Sensational Words in Headlines

Fake news spread faster and wider with the help of catchy word in the headline. Readers capture interest whenever they come across some sensational words in the headlines. AI can handle such headlines with the help of keyword analytics

Are there Tools to combat fake news?

There are many robust tools available to combat fake news. In France they have implemented fact checking services to curb the spread of fake news.

Spike is a tool leveraged to identify and predict breakout stories as well as viral stories. The tool analyzes large volume of data from the world of news and forecasts what's going to drive engagement

- Hoaxy is a gizmo that helps users to recognize fake news sites
- Snopes is a website that helps to find fake stories
- Crowd Tangle is a tool that helps learn social content untimely and monitor content
- Check is a tool from Meedan that helps authenticate news breaking online
- Google Trends proves its significance by watching searches
- Le Decodex from Le Monde is a database that houses websites that are tagged as 'fake', 'real' among others
- Pheme has made a technology dive to read the authenticity of user-generated and online content

Conclusion

Fake news is now a growing menace in the media world. With the help of AI we can easily handle fake news items; the belief that truth will not be hidden from the reader is growing day by day. The true potentials of artificial intelligence in combating fake news is yet to be realized. The future holds good for more refined tools that bind the power of artificial intelligence and machine learning to impede fake news making ripples in the social media.

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