

# Why?

- "Infostrateg" / NCBiR 2021
  - Fake News
- MLP-Mixer architecture advantages
  - Unlike RNNs, mixer operates in parallel on entire sequence
  - Unlike transformers, their complexity scales linearly with the sequence length and yet they can capture long-range dependencies
  - Conversly to CNN, MLP is not local as filter spans entire spacial area
  - Based on MLP blocks for which hardware acceleration is ubiquitous
  - much less number of parameters compared to CNN and transformer-based models, which leads to less training and serving computational cost
- Mixer for NLP task
  - Sequence text model to detect fake news that scales well
  - Comparison to CNN (the most frequent referred)

### **Fake News**

#### **FAKE NEWS:**

 "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"

Cambridge Dictionary

 "False or misleading information presented as news. Fake news often has the aim of damaging the reputation of a person or entity, or making money through advertising revenue. [...] first used in 1890s when sensational reports in newspapers were common"

Wikipedia

General idea for information distortion that employs **falsity** or **manipulation** to intentionally cause **gains** for the fake news issuer.

# 2016 Explosion of sensational reports



# Who gets to decide?



### Fact checking

Published by the Council of Europe (F-67075 Strasbourg Cedex)

- fact-checking database created by Duke University's Reporter's Lab https://reporterslab.org/fact-checking/
  - Agence France-Presse (AFP) AFP Fact Check (Poland) https://sprawdzam.afp.com/list
  - https://pravda.org.pl/
  - https://fakenews.pl/ FUNDACJA
     "PRZECIWDZIAŁAMY DEZINFORMACJI"
- List of countries: Poland:
  - Demogog is a project of the Demogog Association, the first professional fact-checking organization in Poland.
  - OKO.press fact-checks statements made by Polish public figures. It was founded in 2016 and is supported entirely by individual donations.
    - Indyvidual donations...



Strona główna Polityka

łeczeństwo

Technologia

Zdrowie

Badania

O fundacji

# Inwazja Rosji na Ukrainę. Tropimy dezinformację [Artykuł aktualizowany]

O Utworzone: 24 lutego 2022 O Aktualizacja: 11 marca 2022 & przez Karol Orzeł 🦠 Komentarze





W związku z atakiem Rosji na Ukrainę w mediach społecznościowych pojawił się ogromny szum informacyjny, w którym informacje prawdziwe mieszają się z dezinformacją. Obserwujemy również towarzyszący tym wydarzeniom nagły wzrost ilości nieprawdziwych informacji i narracji prorosyjskiej w przestrzeni internetowej. Ze względu na zaistniałą sytuację postanowiliśmy zebrać w tym miejscu nasze posty z mediów społecznościowych związane z konfliktem rosyjsko-ukraińskim.

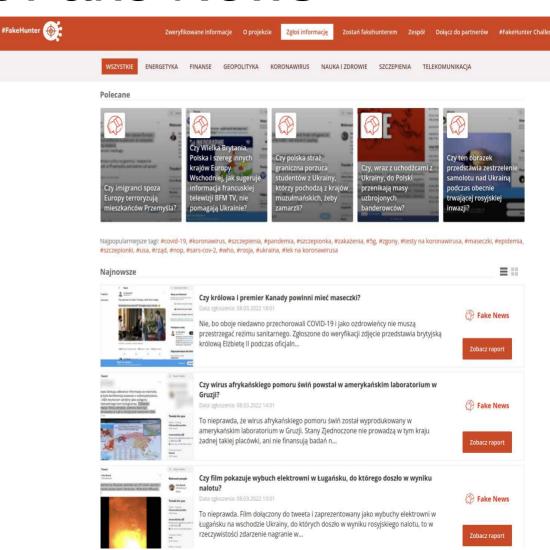
#### 10.03.2022

### Combat Fake News

Polish Press Agency (PAP)

https://fakehunter.pap.pl/

- www.truthorfiction.com
- Which fake news was the most read each year on different platforms such as Twitter or Facebook,



### Fake News detection



# Fake news comes from lack of editorial standards

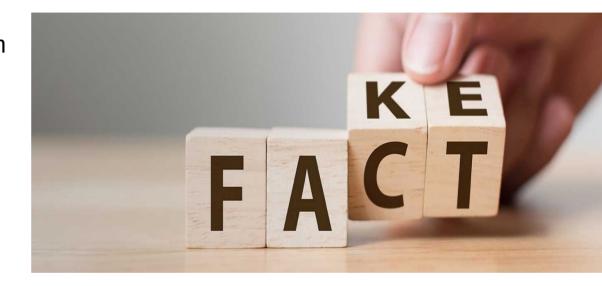
- Fake news use the mechanizm of gossiping and chinese wispers
- Many people now get news from social media sites and networks → no standards
  - Filter bubbles
  - Echo chambers
- It can be difficult to tell whether stories are credible or not
- Information overload + general lack of understanding about how the internet works
- Social media sites can play a big part in increasing the reach of these type of stories  $\rightarrow$  my friend likes it so am I social proof

The economics of social media favour gossip, novelty, speed and "shareability"

## False / Fake news?

fake - udawać

- False information is news, stories or hoaxes created to deliberately misinform or deceive readers.
- Usually, these stories are created to:
  - influence people's views,
  - push a political agenda or
  - cause confusion and
  - can often be a profitable business for online publishers.
- False information can deceive people by:
  - looking like trusted websites or
  - using similar names and web addresses to reputable news organisations.



### Call to action

- Engade reader to prompt response
- "Best" response is to:
  - share
  - comment
  - even object

the more action.. the better

- More traffic
  - → the more visibility
    - → more spread
- Kind like virus infection





# Fake News evaluation characteristics

- Emotions
- Negativity
- Provocation
- Stereotypical
- Fulfilling demand
- Use recent events to authenticate itself
- Judging / evaluation statements
- False support from bot / fake via social networks
- Easy to generate



 Targeted to specified social group audience focused on thier daily limitations or new constraints, threats

### Fake news for dummies



widok funkcjonariuszy. Na miejscu złożył obszerne wyjaśnienia. - Nic więcej na obecnym etapie

postępowania nie mogę dodać - ucina rzecznik komendy.



# General problem

- Spreads false information
- Can cause panic
- Can defame people / institutions / countries
- Spread false medical facts and manipulations
- Market / financial market manipulation



Lublin. Według śledczych z portalu Washington Post, jednego z najbardziej opiniotwórczych

TECHNOLOGIA Google

Strona główna > Wiadomości > Regionalne > Lublin JUTRO W LOKALNYM WYDANIU DRUKOWANYM

### Washington Post twierdzi, że Banksy to naprawdę Polak, 67-letni Rektor UMCS













mediów świata anglojęzycznego, uliczny artysta Banksy to tak naprawdę nikomu nieznany 67-letni Polak, Rektor UMCS. Media Markt



O tożsamości artysty spekulowano już od dawna, przez blogosferę przewijało się wiele nazwisk podawanych przez domorosłych dziennikarzy śledczych oraz brytyjskie tabloidy, jednak po raz pierwszy tak śmiałe twierdzenia wysuwa poważny dziennik o niezachwianej reputacji.

Do tej pory wszyscy uważali, że Banksy musi pochodzić z Wielkiej Brytanii ze względu na to, że jego prace pojawiały się najczęściej w Londynie. I być może jest to

prawda, jednak rolę Banksiego miał przejąć jego uczeń, właśnie z Polski.

Reporterzy Washington Post potwierdzają to o czym spekulowano od dawna - Banksy jest projektantem prac, które podziwia świat, ale nie zawsze wykonuje je samodzielnie. Ma pracować z grupa zaufanych ludzi mieszkających na stałe w sercu Anglii. Dzieki temu wielokrotnie unikał zdemaskowania.

Śledczy przeprowadzili wielomiesiecznie dochodzenie, przestudiowali dziesiatki umów z galeriami

#### POLSKA I ŚWIAT

- NOWE Popularny serwis dostepny od dziś w polskiej wersji językowej
- · Szef MON do Komorowskiego: byłoby lepiei, by sam sie pan zgłosił do prokuratora
- Onet24: zmiany w programie Rodzina 500
- "Berliner Zeitung": cierpliwości dla Polski
- Algieria: zlikwidowano trzech islamistów
- · Bedzie ciszej, cieplej i słonecznie. Sprawdź pogode

ZOBACZ TAKŻE

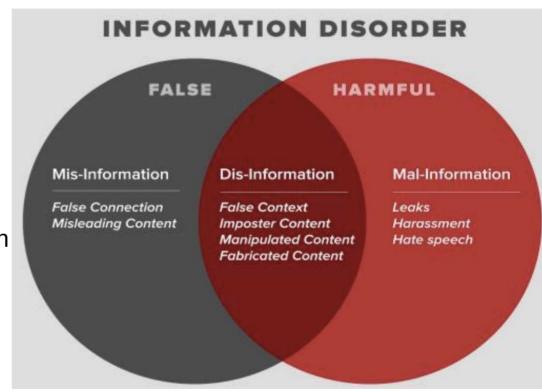
# Information disorder reports - 2017



- Published by the Council of Europe (F-67075 Strasbourg Cedex)
- Fake news inadequate to describe the complex phenomena of information pollution
- Politicians around the world to describe news organisations whose coverage they find disagreeable
- Conceptual framework for examining information disorder, identifying the three different types: mis-, dis- and mal-information
- Use the dimensions of harm and falseness

# Framework: types of information disorder

- **Mis-information** is when false information is shared, but no harm is meant.
- Dis-information is when false information is knowingly shared to cause harm.
- Mal-information is when genuine information shared to cause harm, often by moving information designed to stay private into the public sphere



# Framework: The components

Agent

Actor Type:

Level of Organisation:

Type of Motivation:

Intended Audience:

Official / Unofficial

None / Loose / Tight / Networked

Financial / Political / Social / Psychological

Level of Automation:

Human / Cyborg / Bot

Members / Social Groups / Entire Societies

Intent to Harm: Yes / No Yes / No Intent to Mislead:

Message

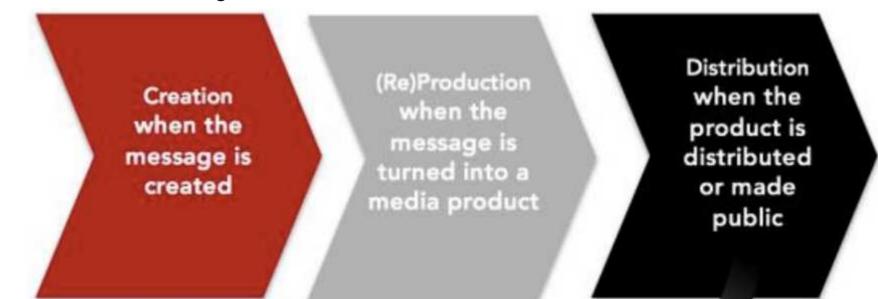
Interpreter

Message reading: Action taken:

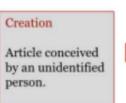
Hegemonic / Oppositional / Negotiated Ignored / Shared in support / Shared in opposition

# Framework: phases

- 'Agent' who creates a fabricated message might be different to the agent who produces that message—who might also be different from the 'agent' who distributes the message.
- Similarly, we need a thorough understanding of who these agents are and what motivates them.
- Understanding the different types of messages being distributed by agents, helps estimating the scale of each and addressing them



# Three phases of information disorder



#### Production

Article published on the site WTOE5 News, part of a network of 43 fabricated news sites, which published over 750 articles.



#### Distribution

Article shared on Facebook by someone working for this network of fabricated sites.



YOUR LOCAL NEWS NOW

TOP STORIES COMMUNITY ENTERTAINMENT SPORTS LIFE ABOUT LATEST NEWS

Pope Francis Shocks World, Endorses Donald Trump for President, Releases Statement

TOPICS: Pope Francis Endorses Donald Trump





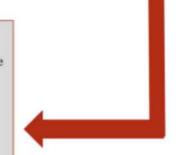
#### Re-Production

Article shared by people connected to the fabricated news site network to amplify the impact of the article to make more profit.

Article shared on Facebook by Trump supporters.

Article shared by forces who had an interest in Trump winning (e.g. became content amplified by Russian troll factories or bot networks).

Article shared by Hillary Clinton supporters as evidence of how easily Trump supporters could be fooled



# Fake News phase analysis

Type of Actor	Motivation	Level of organization	Use of automation	Intended audience	Intent to harm	Intent to mislead
Unofficial actor	Financial	Connected to a network of sites	No	US voters	Yes	Yes

#### Message

Format	Durability	Level of accuracy	Imposter	Legality	Target of message
Text	Election campaign	Fabricated	No	Yes	Hillary Clinton

#### Interpreter

How is the message interpreted by different people?

What action is taken? Is the message reproduced?

## 3 x 3 dimensions of FN

- The three types: mis-, dis- and mal-information
- The three elements: agents, messages and interpreters
- The three phases: creation, production and dissemination

### FIRSTDRAFT

### 7 TYPES OF MIS- AND DISINFORMATION



No intention to cause harm but has potential to fool



Misleading use of information to frame an issue or individual



When genuine sources

are impersonated



New content is 100% false, designed to deceive and do harm



#### **FALSE CONNECTION**

When headlines, visuals or captions don't support the content



#### **FALSE CONTEXT**

When genuine content is shared with false contextual information



#### MANIPULATED CONTENT

When genuine information or imagery is manipulated to deceive

### How to defend against Fake News

- <u>Be sceptical</u>: well-read titles, capital letters. incredibly shocking and appears to be untrue, it usually is.
- Are you sure it's not <u>satire</u>?: can be a joke. Fake news is much more serious information.
- Verify the sender
- <u>Source</u>: Many fake news sites cite a source verify
- Evidence: quoted source verifying the evidence or research cited by the author
- <u>Linguistic correctness</u>: check for errors
- <u>Pictures</u>: alterations of old photos, attributing an image to a completely different situation
- <u>Dates</u>: timeline is very often wrong. The chronology of events often does not make sense.
- Compare information: Has similar information also appeared elsewhere?
  - Fake news works because of the reach:
  - Not so much an advice on how to detect fake news, but how to fight it
  - remember that it also depends on us whether the fake news spreads further
  - we share it on social media, we talk about it and we spread information whose credibility we have not checked in any way.
  - put some effort into verifying the news we pass on.

# Fog of war FN as a weapon

No way to verify information

 Most messages are emotional

 Most messages spread as a fake news as mostly they are





### 5 styczeń 2022







Renata Grochal @Renata\_Grochal · 8m
Polski Ład miał być cudowną bronią
Morawieckiego i Kaczyńskiego, bo
przypomnę, że prezentowali go wspólnie.
Teraz Morawiecki gdzieś się zapodział, a
prezes Kaczyński wnioskuję o "tarczę plus",
która ma chronić przed "niezamierzonymi
skutkami Polskiego Ładu". Państwo PiS w
pigulce

PAP @pogodno1 · 45m

Na wniosek prezesa PiS Jaroslawa Kaczyńskiego, rząd rozpoczął prace nad programem "Tarcza Plus".

Program ma zapewnić działania osłonowe chroniace przed niezamierzonymi skutk...



Dziennikarz newsweek ©SzJadczak

Czyli teraz trzeba bronić Polaków tarczą plus przed Polskim Ładem.

Może jakąś agencję albo ministerstwo powołać jeszcze do tego?

Na wniosek prezesa PiS Jarosława Kaczyńskiego, rząd rozpoczął prace nad programem "Tarcza Plus". Program ma zapewnić działania osłonowe chroniące przed niezamierzonymi skutkami programu gospodarczego Polski Ład.

dziennikarz śledczy i publicysta. Dwukrotny laureat nagrody Grand Press dla dziennikarza



Tłumaczę z politycznego na polski: "Daliśmy ciała, Polski Ład spowodował zmniejszenie pensji, więc oficjalnie nadal będziemy mówić, że świat nam zazdrości Polskiego Ładu, a po cichu będziemy dosypywać jeszcze więcej pieniędzy z waszej kieszeni, żeby ludzie nie wyszli na ulice".



Profesor prawa SGH

# Challnage

- Manual fact-checking is time consuming → to long
  - Fake news spreads fast
  - Hard to rectify

In need to find automatic assisting tool for FN detection

- MLP architecture is just
  - FFN MLP
  - No convolutions (? controversy) No attention mechanizm
- Consequently MLP Mixer is:
  - Matrix multiplicactions
  - Non-linearities
  - Normalization
- Skip connections
- General idea:
- Apply MLP repeatedly for spatial locations and feature channels Why

# MLP-Mixer: An all-MLP Architecture for Vision

Ilya Tolstikhin\*, Neil Houlsby\*, Alexander Kolesnikov\*, Lucas Beyer\*, Xiaohua Zhai, Thomas Unterthiner, Jessica Yung, Andreas Steiner,

> \*equal contribution Google Research, Brain Team

Daniel Keysers, Jakob Uszkoreit, Mario Lucic, Alexey Dosovitskiy

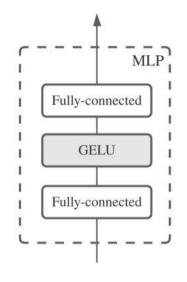
{tolstikhin, neilhoulsby, akolesnikov, lbeyer, xzhai, unterthiner, jessicayung<sup>†</sup>, andstein, keysers, usz, lucic, adosovitskiy}@google.com †work done during Google AI Residency

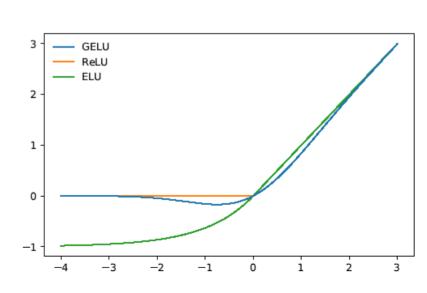
#### **Abstract**

Convolutional Neural Networks (CNNs) are the go-to model for computer vision. Recently, attention-based networks, such as the Vision Transformer, have also become popular. In this paper we show that while convolutions and attention are both sufficient for good performance, neither of them are necessary. We present *MLP-Mixer*, an architecture based exclusively on multi-layer perceptrons (MLPs). MLP-Mixer contains two types of layers: one with MLPs applied independently to image patches (i.e. "mixing" the per-location features), and one with MLPs applied across patches (i.e. "mixing" spatial information). When trained on large datasets, or with modern regularization schemes, MLP-Mixer attains competitive scores on image classification benchmarks, with pre-training and inference cost comparable to state-of-the-art models. We hope that these results spark further research beyond the realms of well established CNNs and Transformers.<sup>1</sup>

## **MLP-Mixer**

- MLP Mixer architecture key points:
  - Performs adequatly at large scale
    - Not SOTA but comparable
  - Benefit much more from scaling than previous architectures
  - Linear complexity in number of input pixels
    - Similar to CNN, in contrast to ViT O(n²)
  - Conversly to CNNs is not localized as its filter spans entire spatial area
    - No resolution shrinking
    - Stack layers of same size



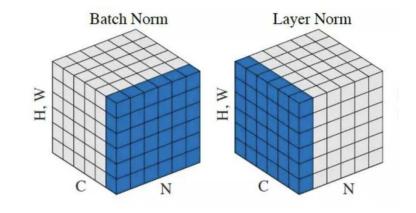


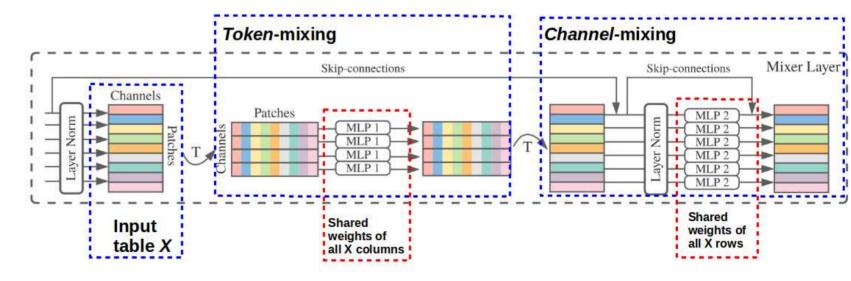
### Architecture

```
kernel_size = patch_size
strides = patch_size
num_patches x = image x dims / patch_size
num_patches_y = image_y_dims / patch_size
                                                                            Class
num_patches_x * num_patches_y * channel#
                                                                         Fully-connected
                                                                                                        standard
                                                                      Global Average Pooling
                                                                                                        classification
                                                                                                        head
                                                                        N x (Mixer Layer)
                                                                                                        Latent
                                                                                                        representation
                                                                                                        Patch projection
                                                                     Per-patch Fully-connected
                                                                                                        layer
```

## Architecture

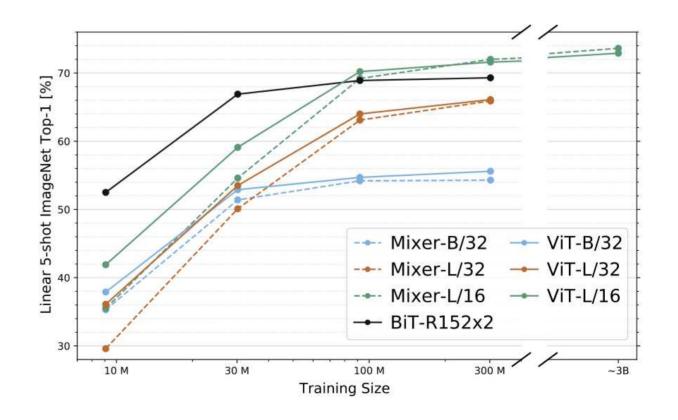
 Layer norm: mean and variance of all summed inputs of a neuron are used to perform normalization





### Why mixer?

- Benefits more from data scale
  - Top-1 accuracy



### Use it for Fake News classification

- Change the sequence of image patch tokens into sequence of text tokens
- Channels are now token embedding dimensions
- Patches are produced form sequence with Conv1D
- The fake news clasification mixer will have:

```
embedding_dims: 64, token_mixing_mlp_dims: 32, channel_mixing_mlp_dims = 64 patch_size = 5, num_mixer_layers = 8
```

### Results

Mixer vs CNN is comparable on same dataset in terms of

precision / recall / f1-score

- Mixer is susceptible to overfitting
   regularization is required
  - Best results with Dropout (0.4)
- Better results by increasing:
  - The embedding dimensions
  - Number of mixer blocks
  - Training model for longer

```
models.Sequential([
    layers.Embedding(tk.num_words, 8, input_length=input_length
    layers.Conv1D(16,4,activation='relu'),
    layers.AveragePooling1D(),
    layers.Conv1D(32,4,activation='relu'),
    layers.AveragePooling1D(),
    layers.Flatten(),
    layers.Dense(1, activation='sigmoid')
])
```

```
# Multilayer Perceptron with GeLU ( Gaussian Linear Units ) activation
def mlp( x , hidden_dims ):
    y = tf.keras.layers.Dense( hidden_dims )( x )
    y = tf.nn.gelu( y )
    y = tf.keras.layers.Dense( x.shape[ -1 ] )( y )
    y = tf.keras.layers.Dropout( 0.4 )( y )
    return y
```

```
precision recall f1-score support not fake 0.79 0.72 0.75 898 fake 0.64 0.72 0.68 625
```

### Future work

- Corpus creation for polish
  - More in-deph: tagged with manipulation techniques and conceptual framework
- Test for larger dataset
  - Multiclass classification → how malitious a fake news is
  - Multilabel mis-information, dis-information, mal-information
- Test the projection layer model instead of fixed learned embedding like using non-trainable hash functions
  - locality sensitive hashing (LSH) to create representations form text
  - min-hash

### References:

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