Accenture Innovation Challenge

Harness Generative AI to develop innovative solutions that boost business and societal growth

Team details

TEAM NAME: Code Phoenix

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Year of graduation: 2026

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All fields are mandatory

Describe the problem statement (200 words)

The spread of fake news has become a critical issue in today's digital age, contributing to the rapid dissemination of misinformation across various platforms. Fake news can influence public opinion, sway elections, and cause confusion or panic in critical situations. With the rise of social media and the ability of users to share information instantly, identifying and curbing fake news has become more challenging. Traditional methods of fact-checking are often time-consuming and require manual intervention, making it difficult to control the spread of false information in real time. As a result, there is a pressing need for automated solutions that can detect fake news with high accuracy, ensuring that users are informed with credible and verified information.

Leveraging AI and Machine Learning (ML) can provide a scalable and efficient way to analyze the content of news articles and social media posts, flagging potential misinformation before it spreads. By developing a system that can automatically detect fake news using natural language processing (NLP) and machine learning techniques, we aim to contribute to a more informed society, helping individuals, businesses, and policymakers make decisions based on trustworthy information.

Proposed solution / your big Idea (200 words)

Our solution aims to develop an AI-powered system capable of detecting fake news in real-time using Machine Learning (ML) and Natural Language Processing (NLP) techniques. The system will analyze the textual content of news articles and social media posts to identify linguistic patterns, sentiment, and source credibility, which can indicate whether the information is false. The solution will be trained on large datasets consisting of both fake and real news to improve accuracy over time. It will involve multiple layers of analysis, including keyword detection, fact-checking using external sources, and pattern recognition in sentence structure and language usage. The system can be integrated into social media platforms or used as a standalone tool that individuals or organizations can employ to verify news credibility before sharing it.The key advantage of this solution is its ability to scale and provide real-time results, helping to curb the spread of misinformation. This will empower users with the tools to quickly verify news content, promoting a more informed and responsible online environment.

Describe TECHNOLOGY USED: Example - Natural Language Processing, Machine Learning, etc.

How does your innovation accelerate change with the power of Technology? (200 words)

Our innovation leverages the power of AI and Machine Learning to tackle one of the most pressing issues of the digital age: the rapid spread of fake news. By automating the detection of misinformation, our system accelerates the process of verifying news content, which traditionally relies on manual fact-checking and can take significant time. This shift from manual to automated verification drastically reduces the time it takes to identify false information, making real-time detection possible. As a result, users, media outlets, and even social media platforms can act swiftly to prevent the further spread of misinformation.

By using advanced NLP and ML techniques, our solution not only accelerates the fact-checking process but also enables continuous learning from new data, improving accuracy over time. This fosters a culture of accountability, trust, and transparency, driving long-term change in how information is consumed and shared globally.

How is your solution different/unique from other solutions in market? (150 words)

Our solution stands out from existing fake news detection systems by combining real-time analysis with multi-layered verification using both Natural Language Processing (NLP) and external fact-checking APIs. Unlike most tools that rely solely on text classification, we integrate multiple sources to validate claims, ensuring a more comprehensive and accurate detection process. Furthermore, our system is designed to continually improve its detection capabilities through machine learning models that evolve with new data.

Another unique aspect is our user-friendly integration across platforms, allowing seamless implementation on websites, social media platforms, and mobile applications. This versatility enables both individuals and large organizations to benefit from real-time fake news detection.

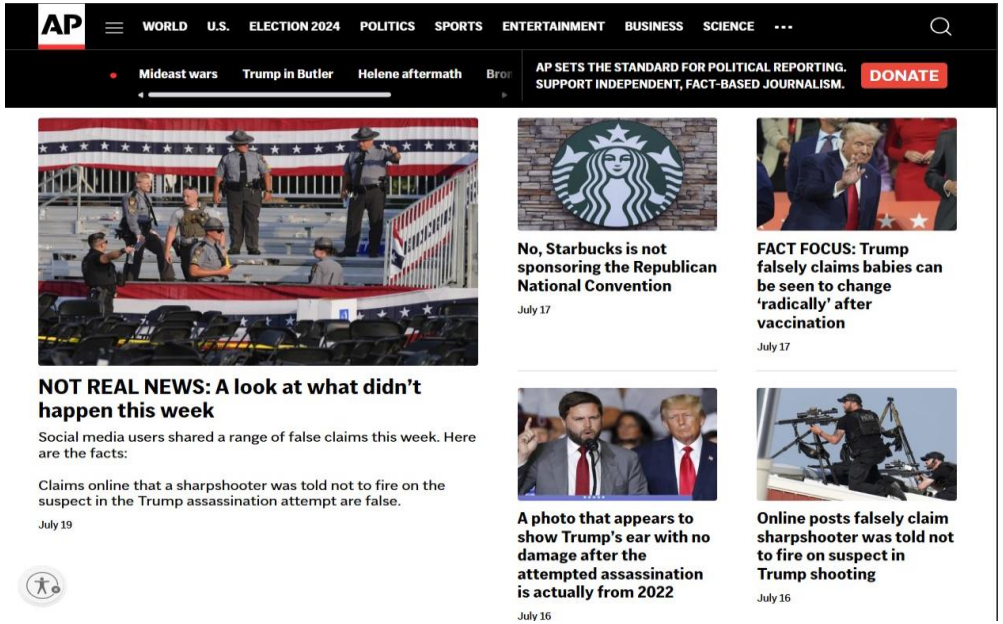
- **PATENT FILED:** Yes/No

Do you have a working model/prototype: Yes/No
If not, will you be able to show working prototype during finale. Yes/No

Any testimonials received?

“As a concerned citizen, I appreciate this tool’s ability to verify news sources.”
“Our team used this classifier during the hackathon, and it caught several fake news articles!”

Some of the articles are mentioned Below:-



Share the links/photos of the testimonials you’ve received

Please share a 1-minute video of your idea (embed on this PPT or add a downloadable link)

Downloadable Link:-

https://www.kapwing.com/videos/6702757ee24add43311b843a

Thank you!