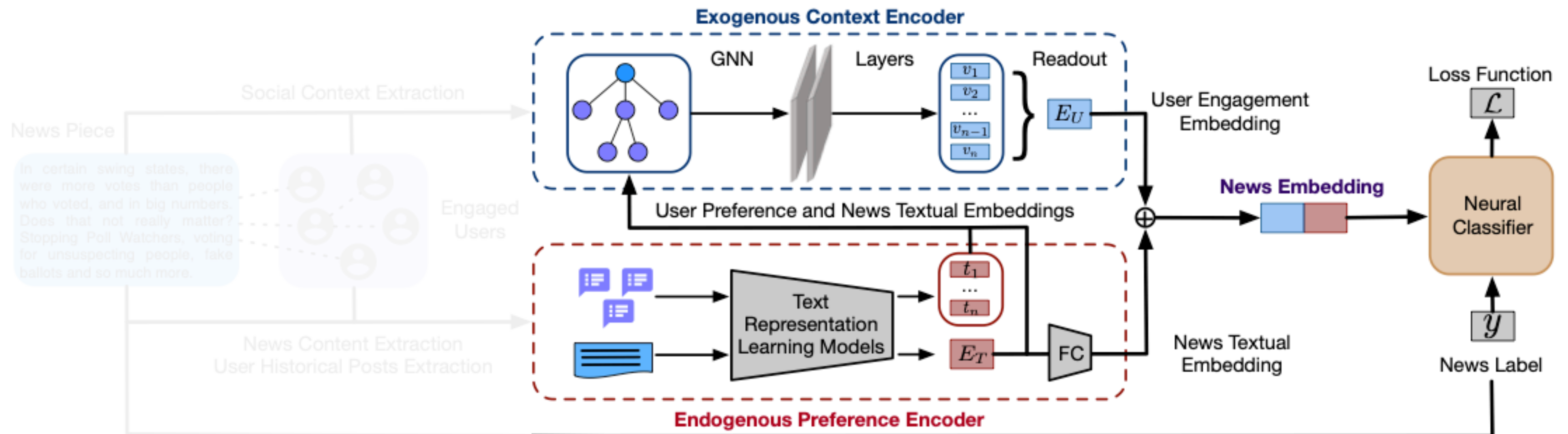# Introduction
User Preference-aware Fake Detection (UPFD)

(3) To integrate the endogenous and exogenous information

- The user engagement embedding and news textual embedding are used to train a neural classifier to detect fake news

Introduction
Major Contribution of UPFD

- Study a novel problem of user-preference-aware fake news detection on social media

- Propose a principled way to exploit both endogenous preference and exogenous context jointly to detect fake news

- Conduct extensive experiments on real-world datasets to demonstrate the effectiveness of UPFD for detecting fake news