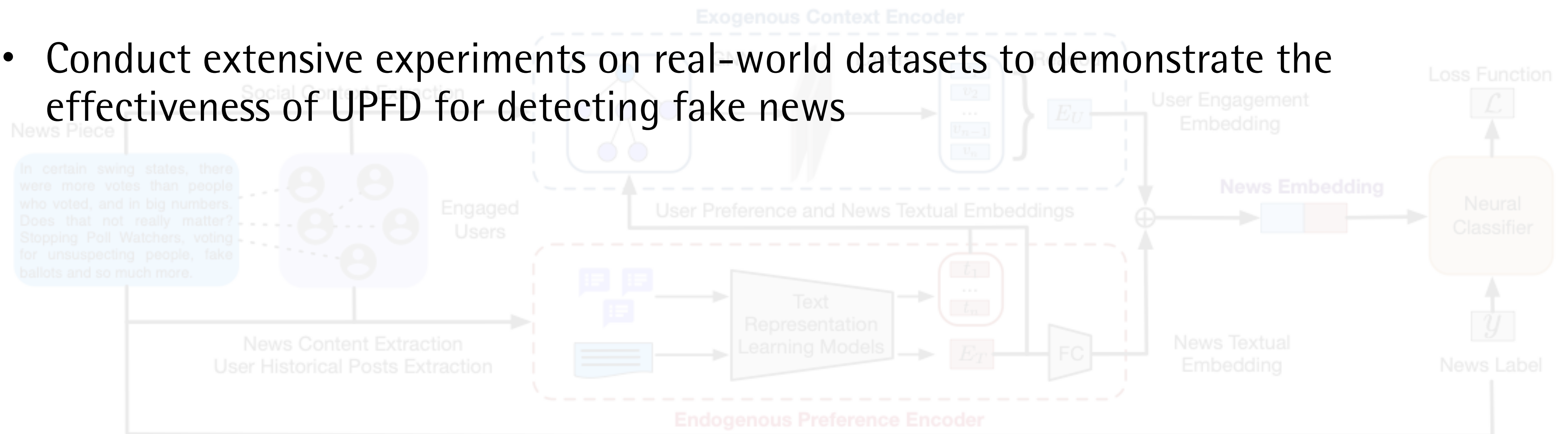# Introduction
Major Contribution of UPFD

- 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

Approach
Major components of UPFD

- Endogenous Preference Encoding

- Exogenous Context Extraction

- Information Fusion