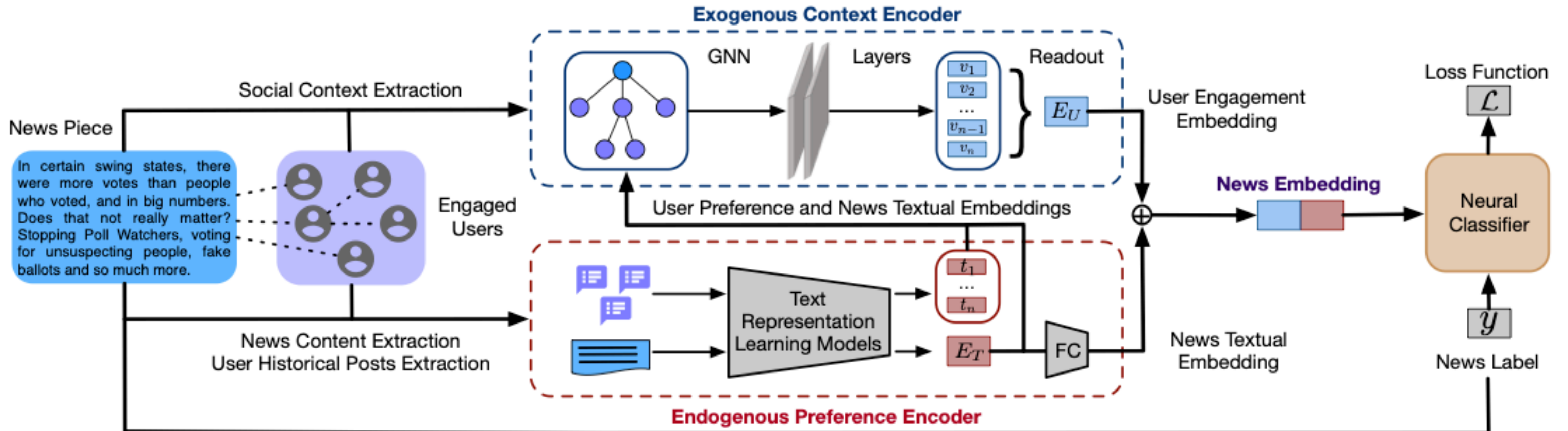# Approach
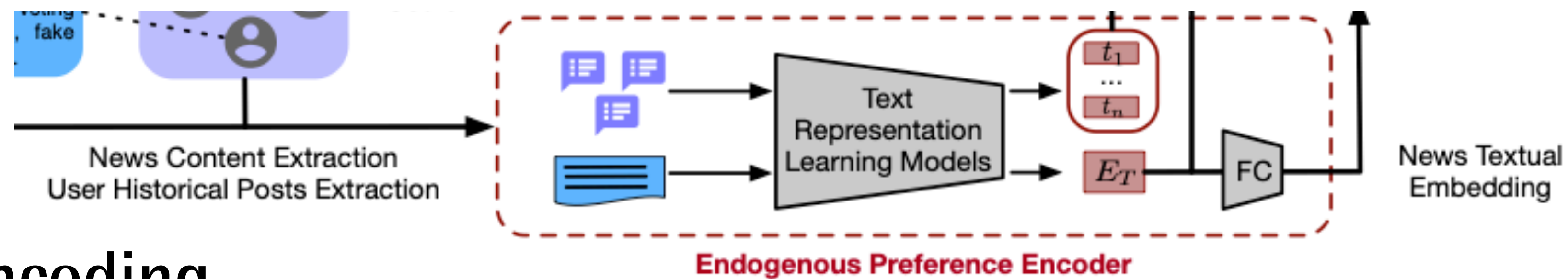## Major components of UPFD

- Endogenous Preference Encoding

- Exogenous Context Extraction

- Information Fusion

Approach

Endogenous Preference Encoder

Endogenous Preference Encoding

- Model the users' personality, sentiment and stance using their historical posts

  - Leverage the historical posts of a user to encode his/her preference implicitly.

- In this paper, authors select the FakeNewsNet dataset which contains news content and its social engagement information on Twitter.

  - Then use the Twitter Developer API to crawl historical tweets of all accounts that retweeted the news in FakeNewsNet

  - Crawl the recent 200 tweets for each account, so as to near 20 million tweets being crawled in total.