



A Systematic Approach to Analyzing Syndication of Viral News Stories

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PROBLEM STATEMENT

- Misinformation has become a normal occurrence in our interconnected society
- Media outlets further exacerbate this problem by blindly syndicating articles
- Tracing the propagation path of syndicated articles is a very tedious task

OBJECTIVE

- To create a system which automatically:
 - ⇒ Identifies related articles
 - ⇒ Clusters them together
 - ⇒ Performs analysis on the associated metadata.

CONTRIBUTIONS

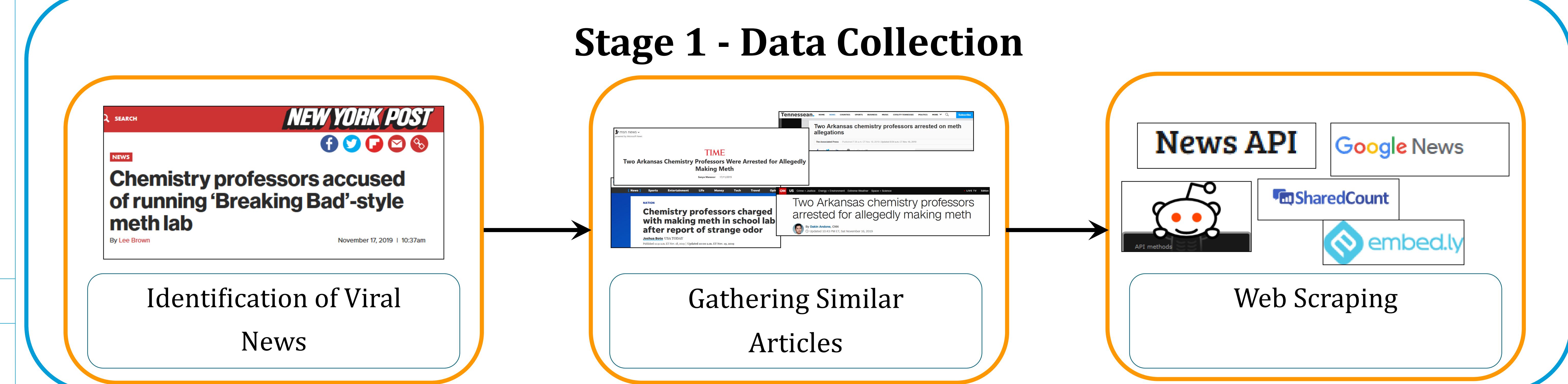
- 🔍 Semi-automated search of related articles
- 🔗 Classification of articles
- ➡ Identification of propagation path
- ➡ Analysis of various metadata features

FUTURE WORK

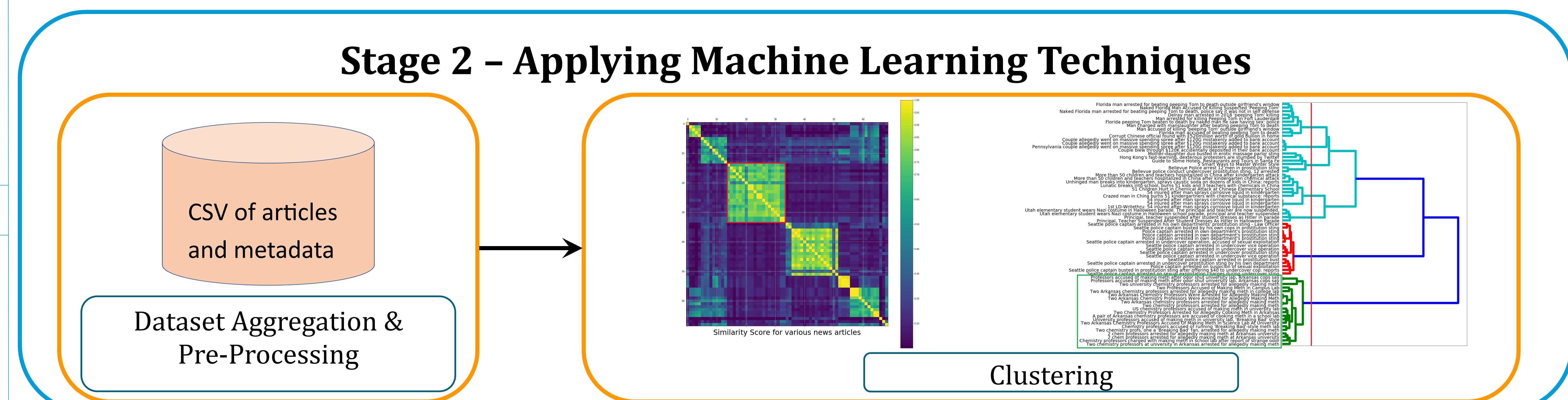
- Fully automated process
- Incorporate existing models on fake news and clickbait
- Make codebase open-source

METHODOLOGY

Stage 1 - Data Collection



Stage 2 - Applying Machine Learning Techniques



Stage 3 - Data Analysis

