



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

- Create a fully automated process to:
 - ⇒ Analyze propagation paths of articles
 - ⇒ Identify articles' origin
- Incorporate existing models on fake news and clickbait.

METHODOLOGY

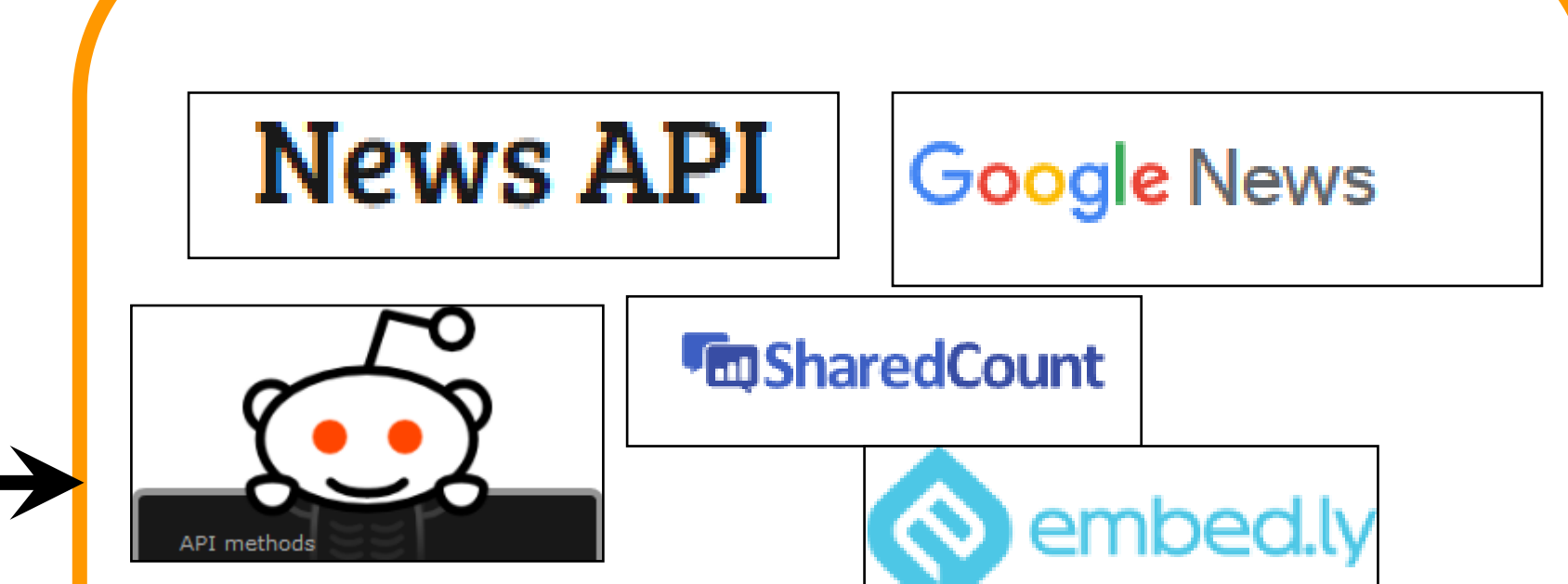
Stage 1 - Data Collection



Identification of Viral News

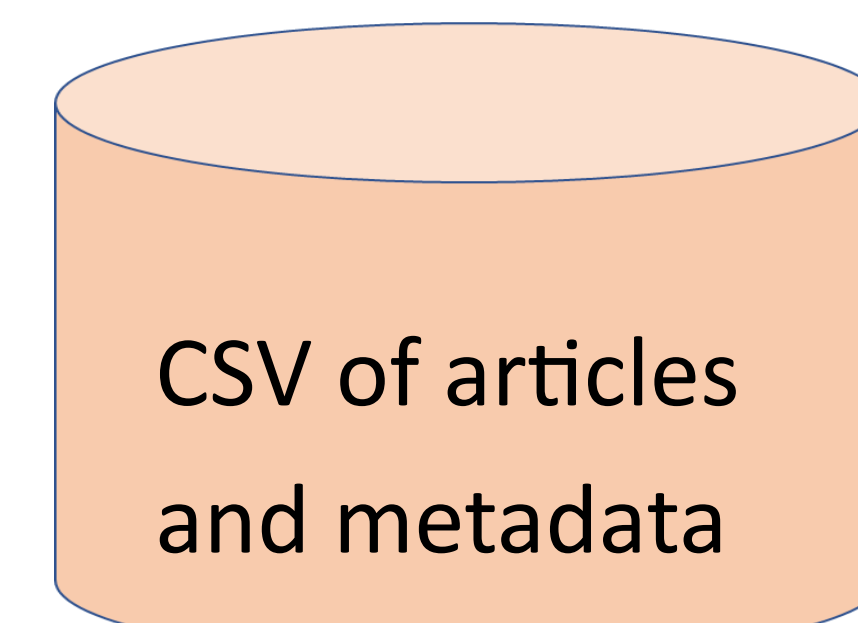


Gathering Similar Articles

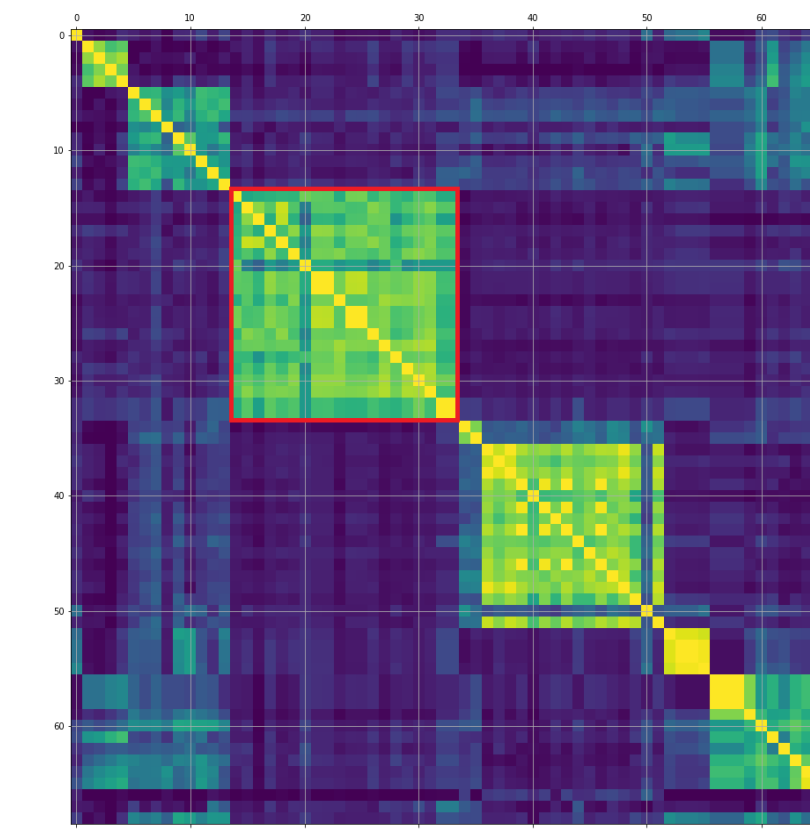


Web Scraping

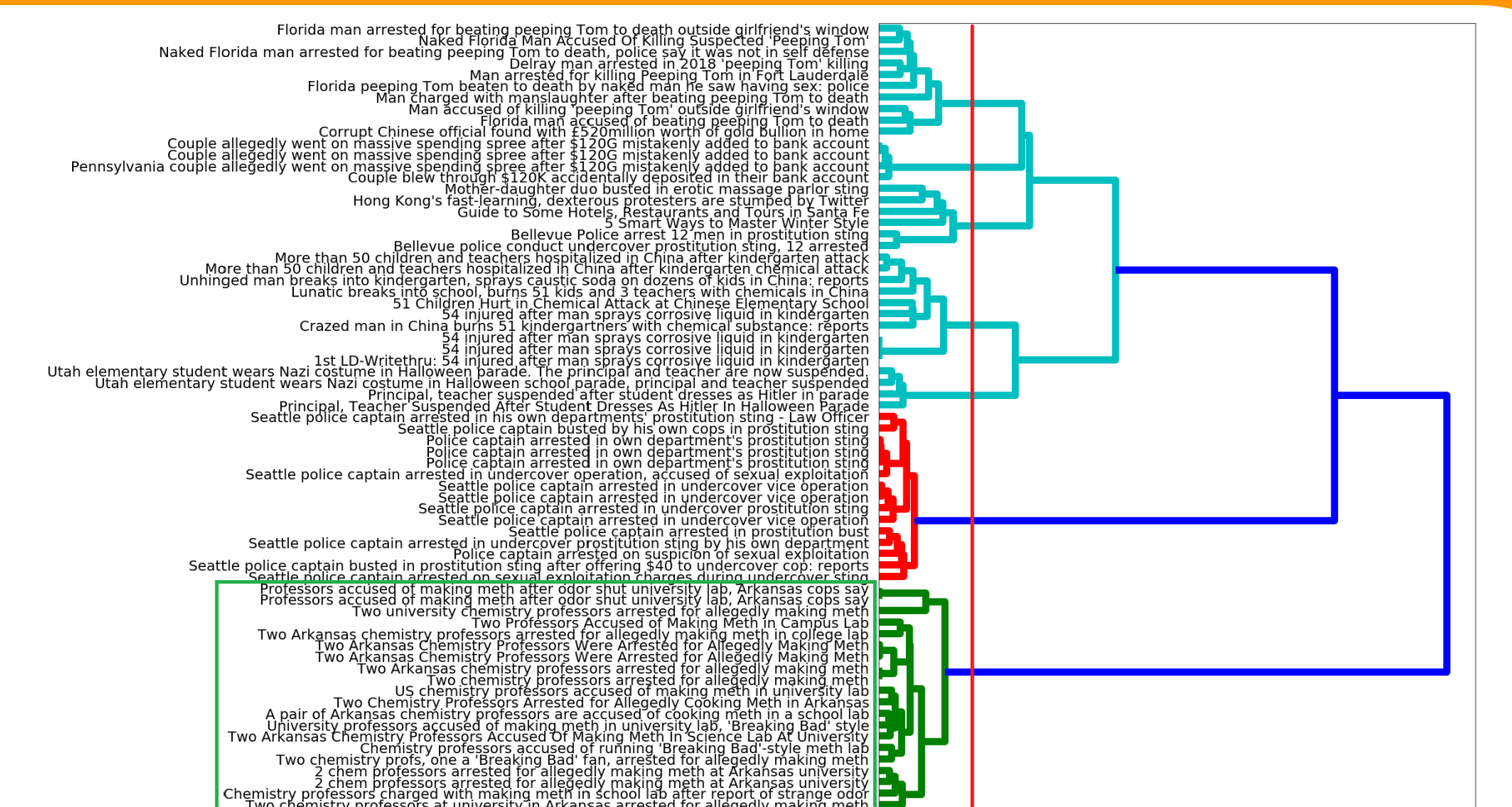
Stage 2 - Applying Machine Learning Techniques



Dataset Aggregation & Pre-Processing

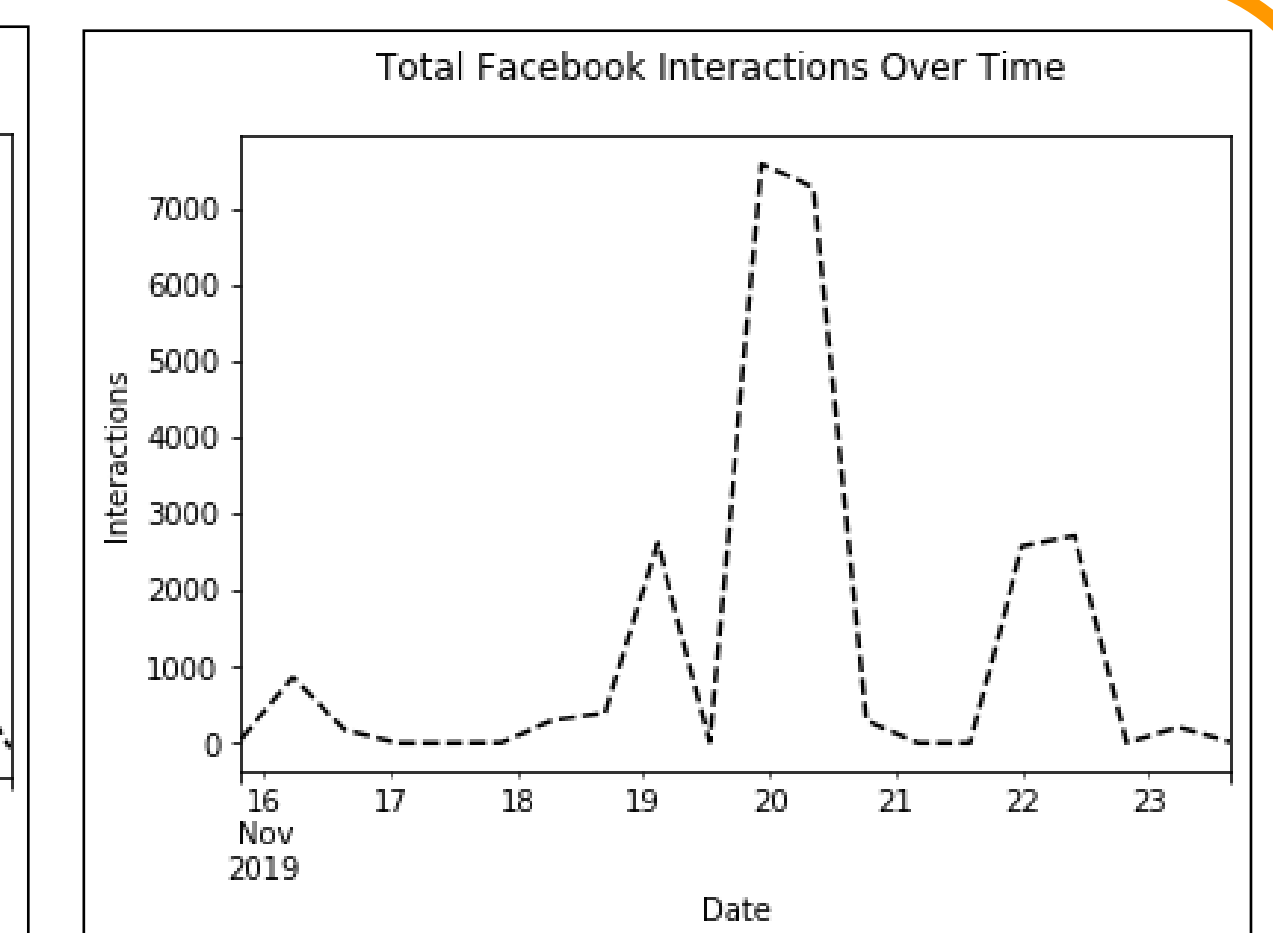
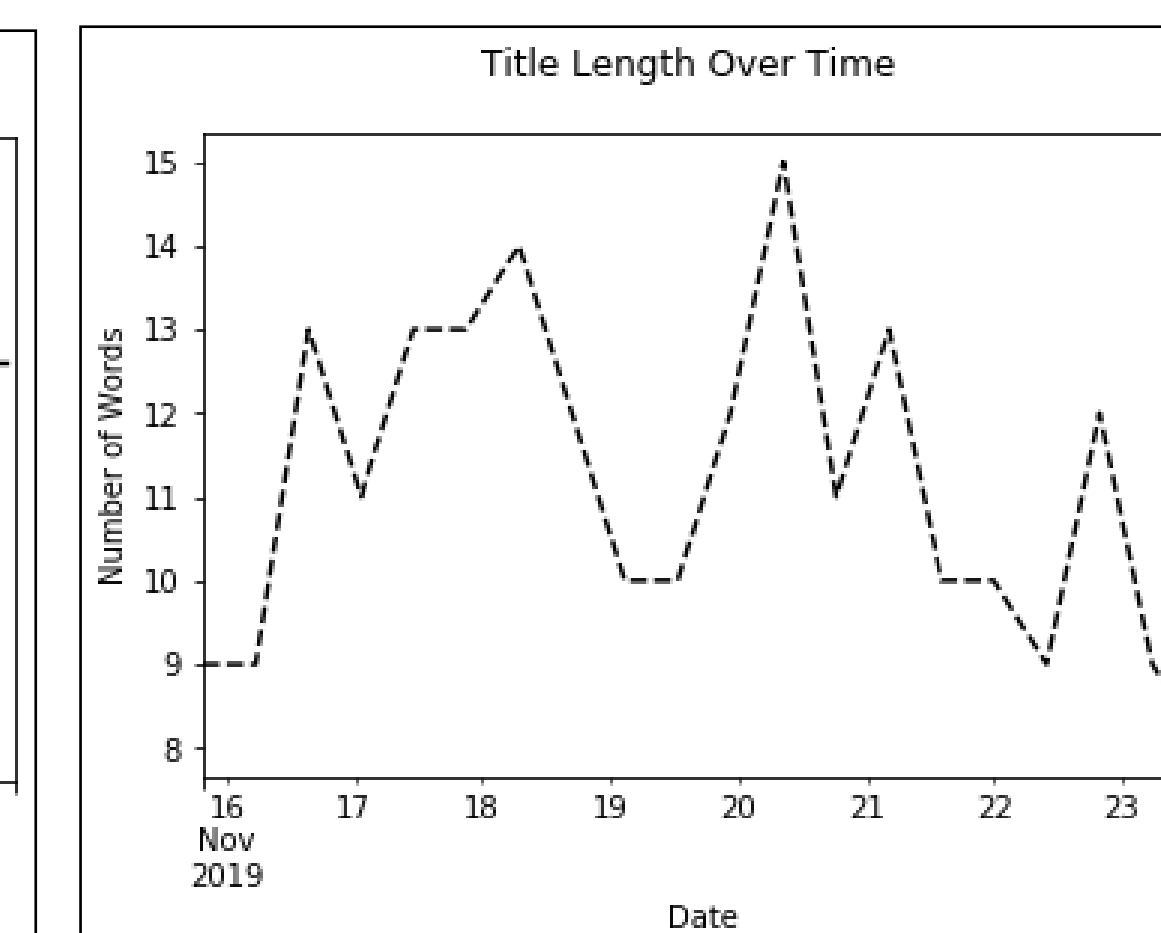
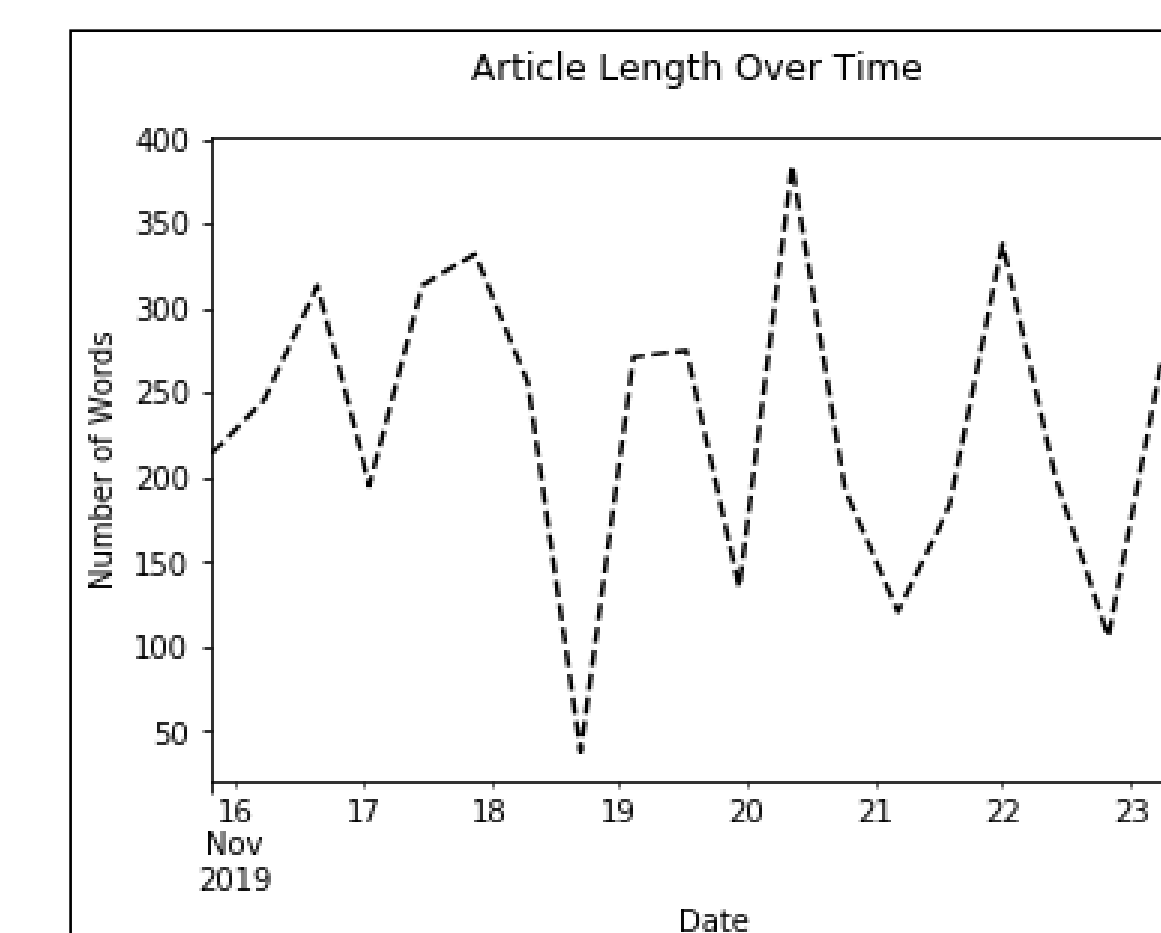
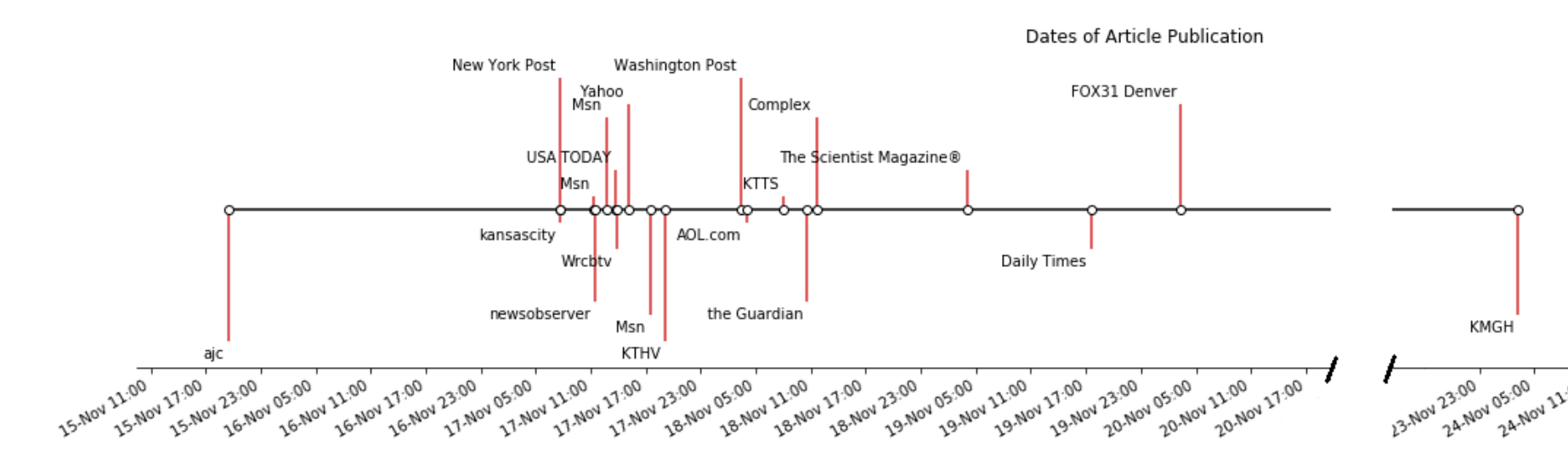


Similarity Score for various news articles



Clustering

Stage 3 - Data Analysis



Analyzing Propagation of Articles