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
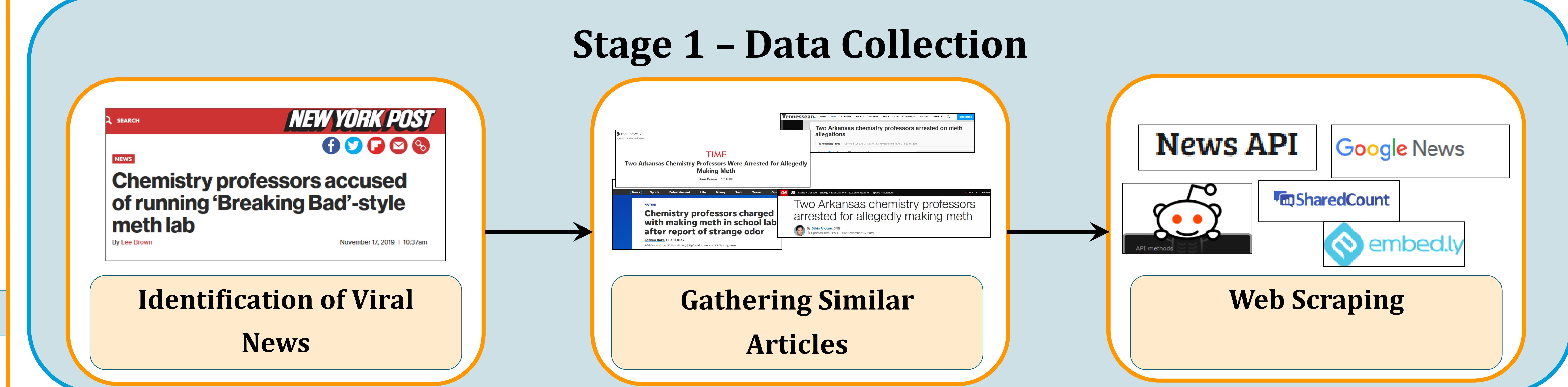
🔍 Semi-automated search of related articles

🗂 Classification of articles

🔢 Identification of propagation path

📈 Analysis of various metadata features

FUTURE WORK
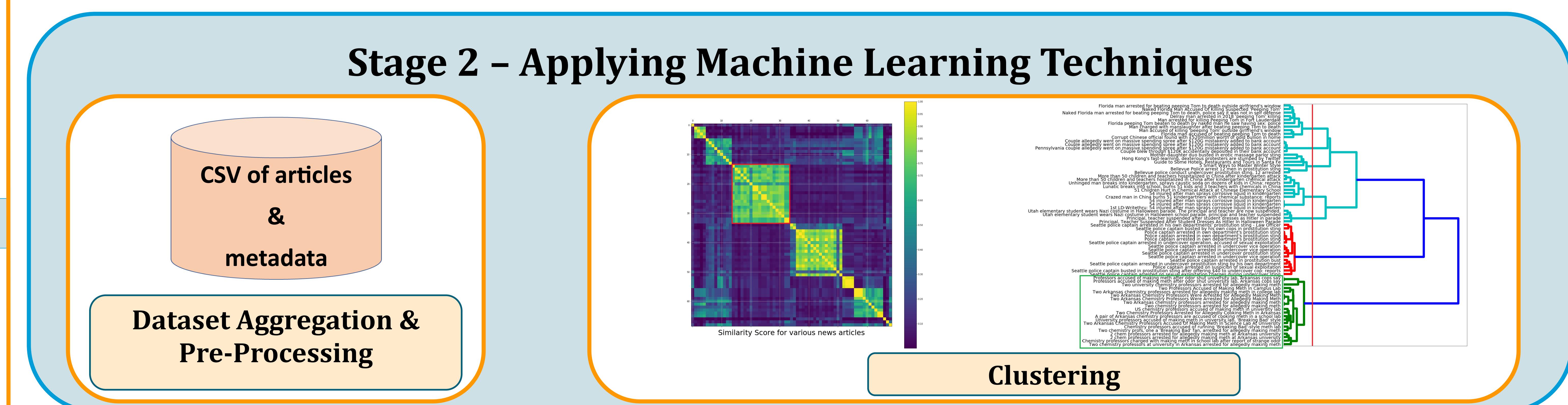
- Fully automate process
- Incorporate existing models on fake news detection
- Make code base open-source

METHODOLOGY

Stage 1 – Data Collection

Identification of Viral News

Gathering Similar Articles

Web Scraping

Stage 2 – Applying Machine Learning Techniques

CSV of articles & metadata

Dataset Aggregation & Pre-Processing

Clustering

Stage 3 – Data Analysis

Analyzing Propagation of Articles