"In Search of the Real Fake News"

A text classification system for predicting whether a news article is real or fake

Final Project

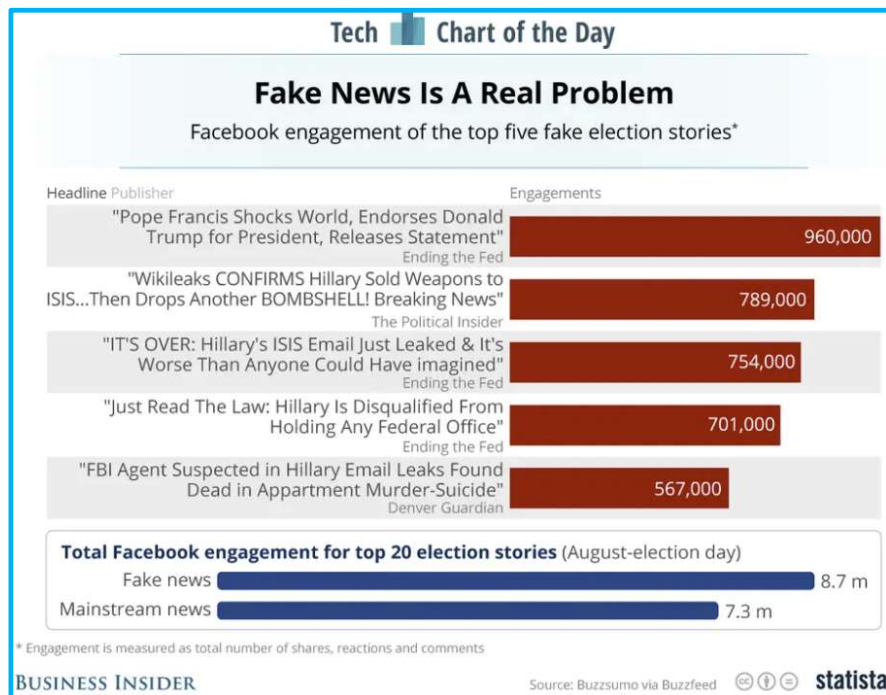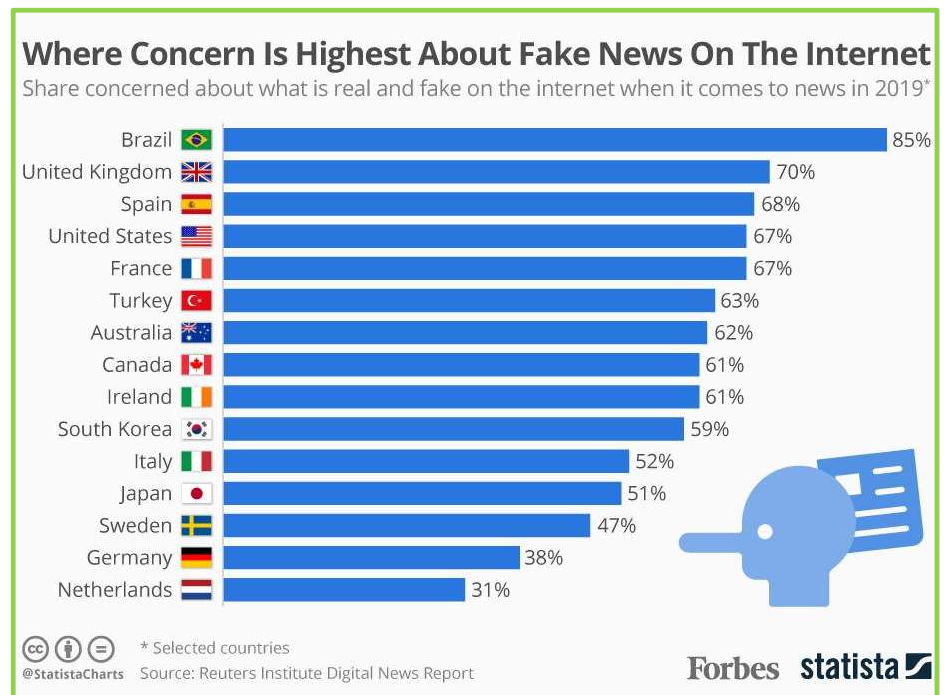2020 October 14

Jaakko
Kuurne

Teemu
Pöyhönen

Dean
Rahman

"As Fake News Spreads Lies, More Readers Shrug at the Truth" -- New York Times

To understand the importance of fake news in the upcoming US and worldwide elections,

we have to look only at what happened in the last US Presidential election

2016, US

2019, Worldwide

The problem has gotten worse and it is far from a US-only problem

The disinformation is manually detected by human truth warriors

but they are surprisingly few in number for such a critical problem

OBJECTIVE ANALYSIS. EFFECTIVE SOLUTIONS.
RAND
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RAND > Research > Truth Decay > Fighting Disinformation > Search >

Snopes

Website: **Snopes**

Founded in 1995

Snopes.com is a website that conducts extensive fact-checking research on popular topics, often chosen based on reader interest. Snopes uses a number of icons to classify content: True, Mostly True, Mixture, Mostly False, False, Unproven, Outdated, Miscaptioned, Correct Attribution, Misattributed, Scan, and Legend.

Tool type: **Verification**
Status: **Fully operational**
Intended users: **General public**
Cost: **Free**
Tool focus: **This tool is content-focused. It directly evaluates information, such as the authenticity of a photo.**
Method or technology: **Human implementation**
Is the tool automated? **No**
Founding organization: **Snopes Media Group**
Founder/primary contact: **David and Barbara Mikkelson**

#facts

Snopes.com
Online Media • 903 followers
The Internet's definitive fact-checking resource.

Follow | **Visit website**

See all 23 employees on LinkedIn

There are fewer than 40 US truth warrior organizations, each operating WITHOUT automation, with only 3-23 human employees

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Introduction to Data Science, 2020 Period I, University of Helsinki   "In Search of the Real Fake News"
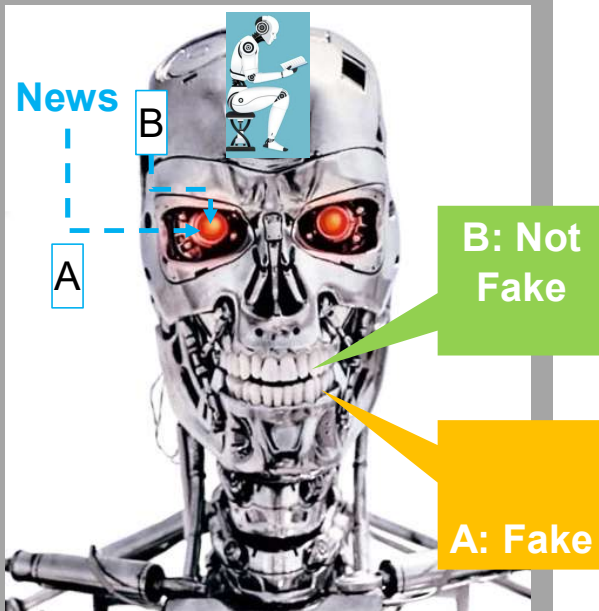
We seek to extend the efforts of the few human warriors through automation

We seek to extend the efforts of the few human warriors through automation

*

Our model puts in placeholder assessments
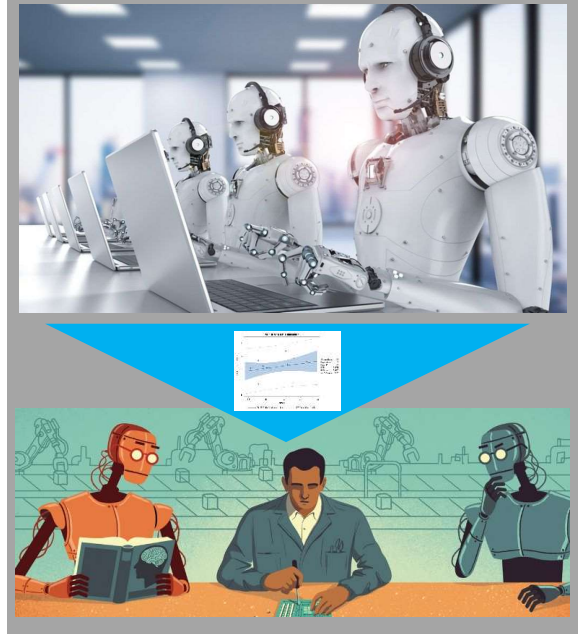**Think Terminator 2, not Terminator 1**

Assessment can still be post-edited by live humans
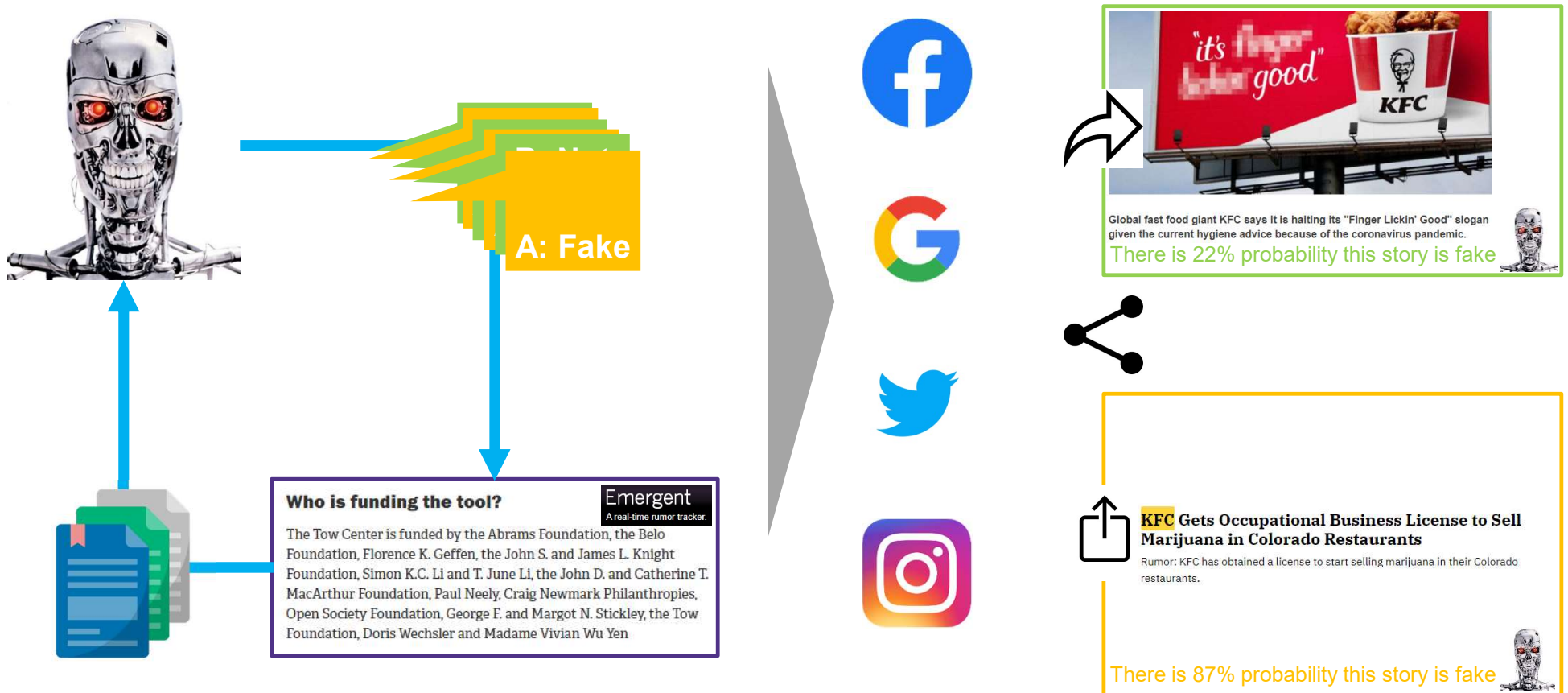

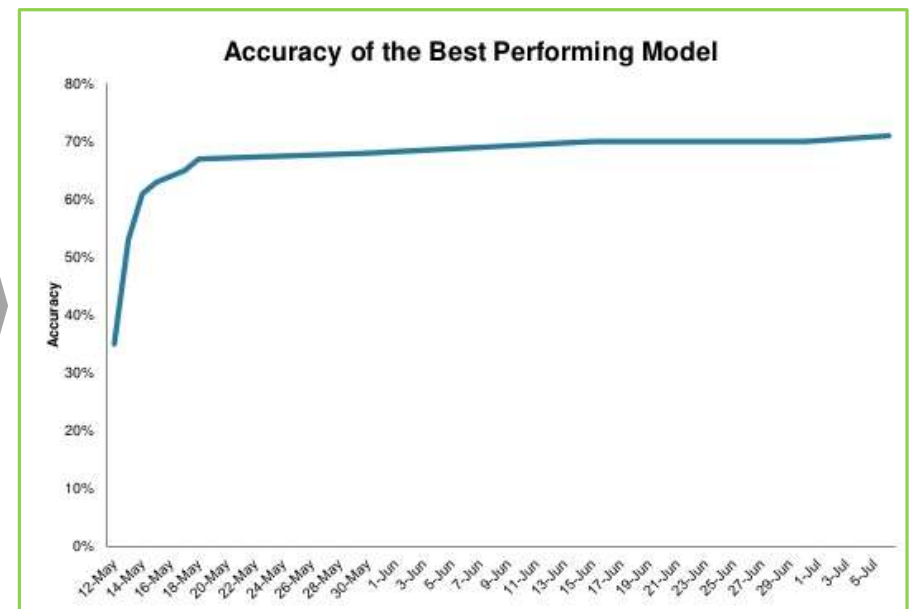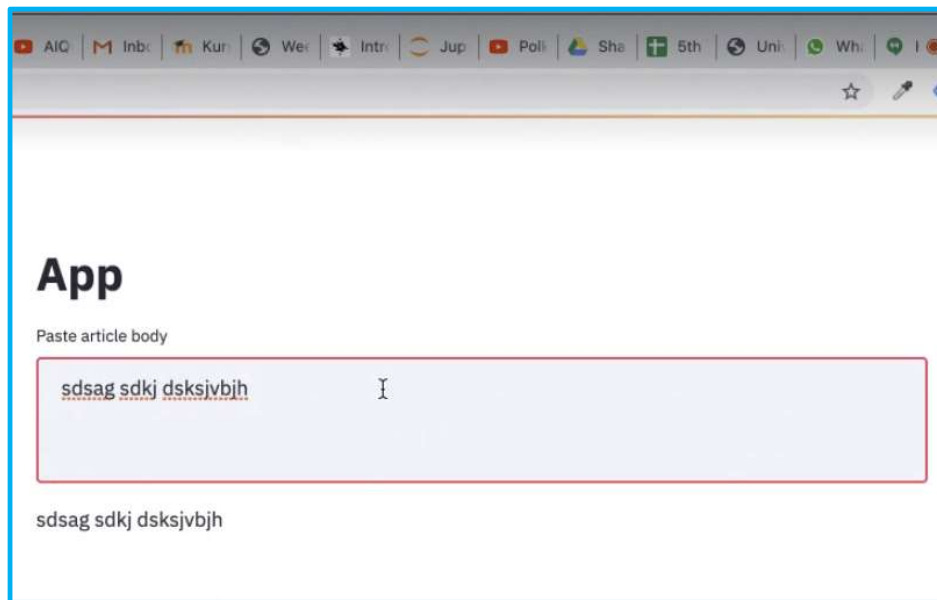## Humans can prioritize based on probabilistic assessments by model

Commercialization

Our app available for free to non-profit orgs in exchange for gold label data to continually improve our model
Our app then extended (for pay) to for-profit social media/news outlets, automatically certifying shared content

A: Fake

Who is funding the tool?

Emergent
A real-time rumor tracker.

The Tow Center is funded by the Abrams Foundation, the Belo Foundation, Florence K. Geffen, the John S. and James L. Knight Foundation, Simon K.C. Li and T. June Li, the John D. and Catherine T. MacArthur Foundation, Paul Neely, Craig Newmark Philanthropies, Open Society Foundation, George F. and Margot N. Stickley, the Tow Foundation, Doris Wechsler and Madame Vivian Wu Yen

Global fast food giant KFC says it is halting its "Finger Lickin' Good" slogan given the current hygiene advice because of the coronavirus pandemic.
There is 22% probability this story is fake

KFC Gets Occupational Business License to Sell Marijuana in Colorado Restaurants
Rumor: KFC has obtained a license to start selling marijuana in their Colorado restaurants.

There is 87% probability this story is fake

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Picture Our Concept

To become an established brand, we enable social/media new consumers to paste in an article URL or simply text in order to obtain our assessment

Articles with URLs along with our assessments are collected to chart our accuracy over time

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