

The background features a complex, abstract pattern. On the left side, there are concentric circles composed of many small, overlapping squares in various colors, including red, green, brown, and grey. These circles create a sense of depth and movement. On the right side, the pattern transitions into a more scattered arrangement of similar colored squares, giving the impression of a digital or data-driven environment. The overall color palette is muted, with the primary colors being red, green, and brown, set against a light grey background.

THE RISE OF FAKE NEWS IN THE POLITICAL SCENE

By Michael Mahoney



PRESENTATION OVERVIEW

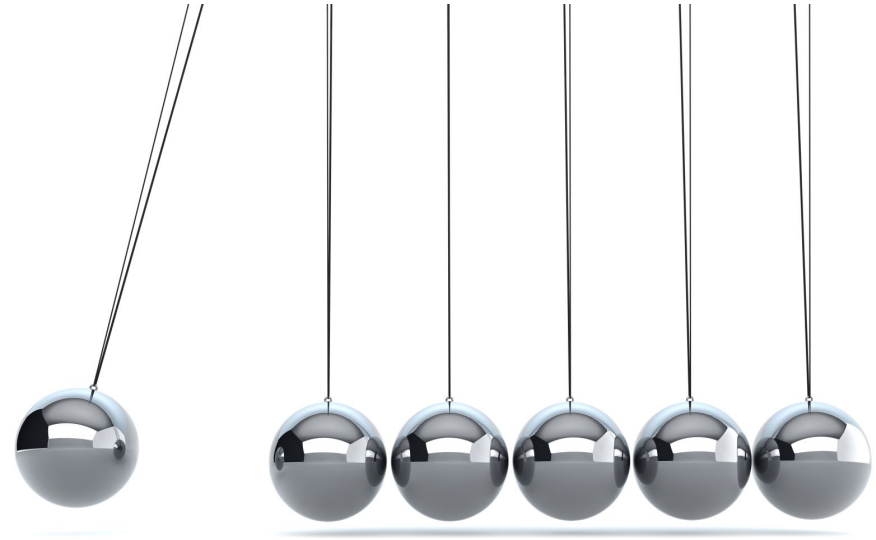
- Quick intro to the data
- Talk about misinformation and what we found
- Explore some recommendations
- Talk about the future



WHO IS THIS PRESENTATION FOR

MISINFORMATION

- The Cost 79 Billion
 - 37 billion in losses on the stock market
 - 17 billion in losses annually from false/misleading financial information
 - 9.54 billion spent on reputation management for false information about companies.
 - 3 billion has been already spent to combat fake news.
 - 400 million spent by US public institutions defending against misinformation.
 - 250 million spent on brand safety measure.





MISINFORMATION

- False is easyish
- True is less easy
- Anything else is hard



WHAT TO DO ABOUT IT?

Resource Dedication

- For those wishing to devote resources to fight misinformation; virtually all clusters of the false quotes center around presidential elections and candidates. Resources should be ramped up and deployed at times of heightened contention during presidential elections and primaries.





Politics

- For politicians, most misinformation is based around people and not issues (with the notable exception of health care). If you wish to advance legislation, decoupling the issue from individuals will be the best way to limit misinformation's impact.

Perpetuating Information

- For Journalists, bloggers and people at large: Email chains, social media posts and viral content should never be used as a source for content.



FUTURE WORK

- I would like to bring in some more quotes.
- The second modeling goal is to implement a version of a BERT transformer.
- As for the data exploration; I would like to make more use of the various NLTK apis for text engineering.
- I would like to make the data more interactive on the app such that users can select specific quotes and interact with them through the various text models.

REFERENCES

THANK YOU

