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1. Introduction

Fake news is a term which has been circulating through popular media and culture in recent years. Since the 2016 US presidential election the term has gained traction and has been used to criticize all forms of media, from large television news outlets all the way down to social media accounts. What Initially started as a sound bite for a presidential candidate the term has grown a life of its own and sparked mass debate on the credibility of the news outlets which we had considered to be credible and non-biased for decades before.

The terms traction didn’t stop there however, and even went onto uncover a dark truth about the social media platforms we use today. A truth which exposed a series of vulnerabilities in these platforms which allegedly allowed hacking organizations and alleged Russian Government agencies to manipulate popular opinion using fake social media profiles and accounts. This coupled with news that political consulting firms like Cambridge Analytica were able to develop digital profiles that which represented individuals of certain political beliefs provided a scary outlook the everyday social media user. Not only is there groups creating fake accounts and profiles to manipulate these applications but the data they themselves provided was being used to facilitate political advertisement targeting.

The fake news frenzy sparked a series of worldwide debates and even forced US Congress and Irish Government bodies to summon social media companies before them and seriously start thinking about heavier regulation for companies as such. That being said these social media platforms are still being used daily by millions of Users and the same vulnerabilities that were present before arguably exist today.