

Alternative Alternative Facts About Fake News

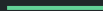
Noëlle Conway

Agenda

- Problem
 - Dataset
 - Exploring the Data
 - Analysis
 - Next Steps
 - Key Takeaways
 - Limitations
-

Problem

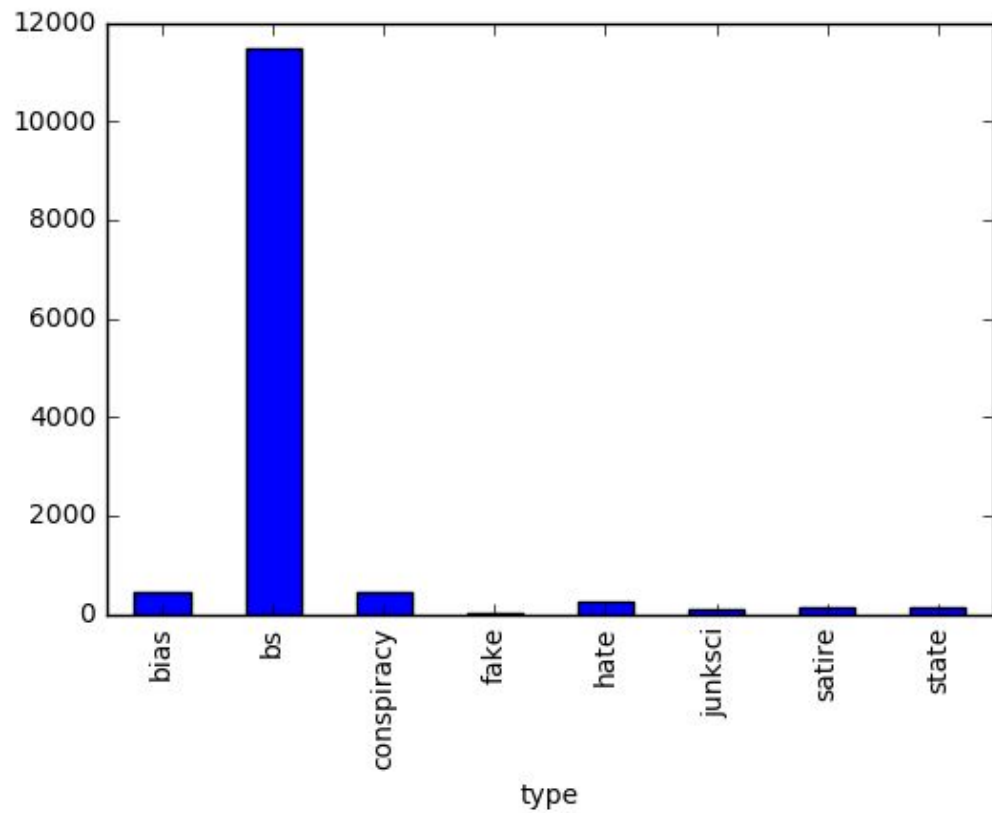
- Fake news on social media leads to misinformed voters
- Can we identify defining characteristics of fake news?



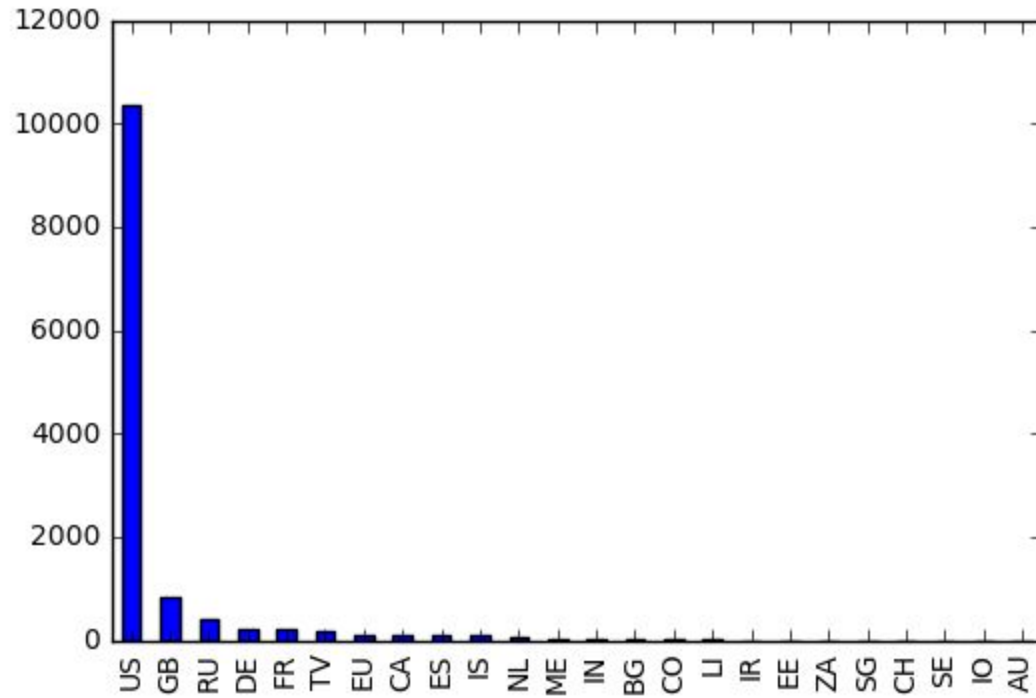
Dataset

- Fake news dataset from Kaggle
 - Domain
 - Domain rank
 - Author
 - Date published
 - Article Title
 - Text
 - Spam Score
 - Likes, shares, comments
 - Dataset built using BS Detector Chrome Extension
-

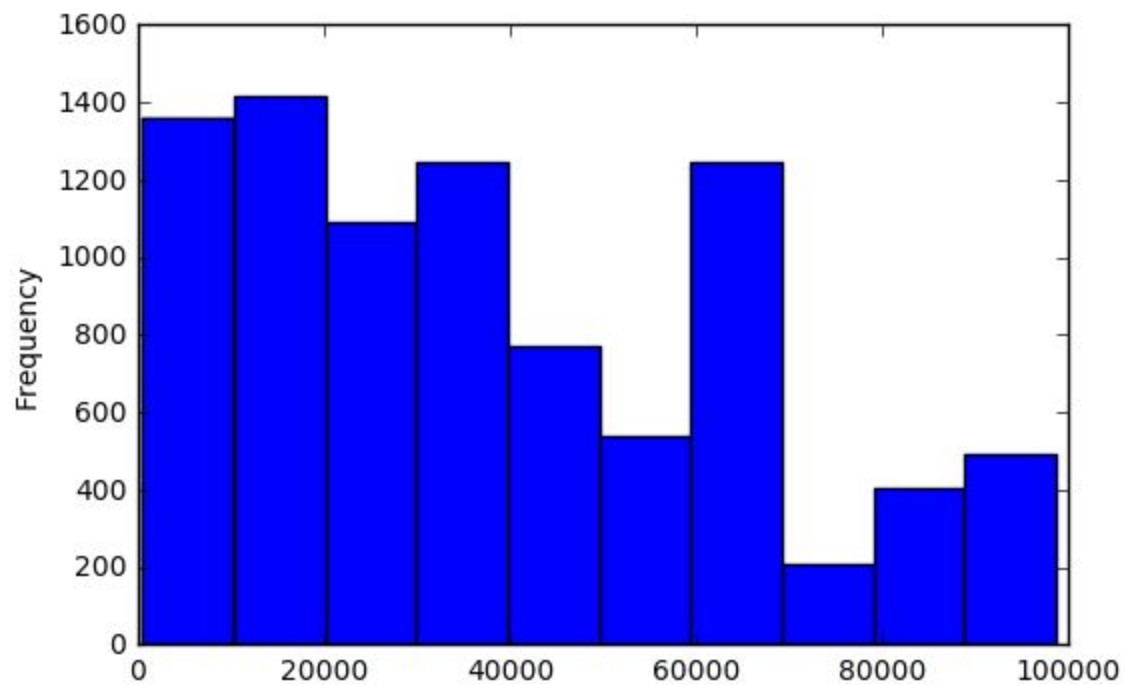
Exploring the Data



Type of Fake News



Where Fake News is Coming From



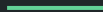
Domain Rank

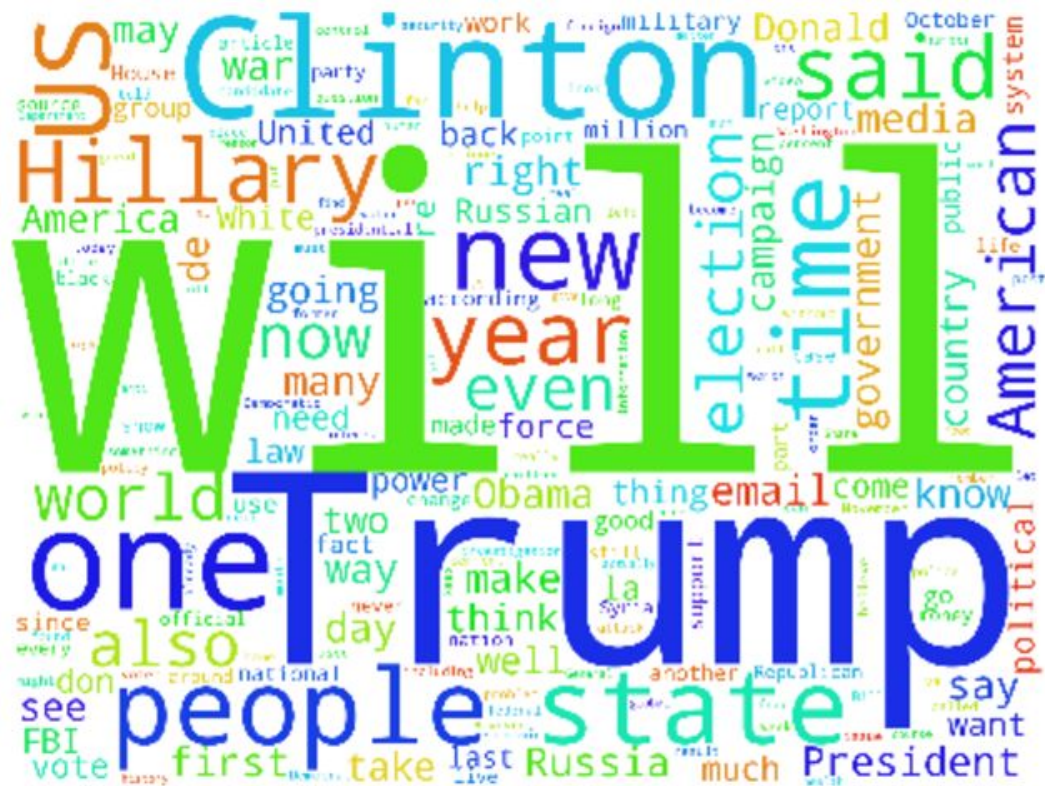
79

Average Number of Likes & Shares

Analysis

- Topic Distribution
- Sentiment Analysis





Topic Distribution

Sentiment Analysis - Polarity

- 'Re: Why Did Attorney General Loretta Lynch Plead The Fifth?': 0.05
- 'BREAKING: Weiner Cooperating With FBI On Hillary Email Investigation': 0.0
- Hillary Goes Absolutely Berserk On Protester At Rally! (Video): 0.25
- BREAKING! NYPD Ready To Make Arrests In Weiner Case...Hillary Visited Pedophile Island At Least 6 Times...Money Laundering, Underage Sex, Pay-for-Play, Proof of Inappropriate Handling Classified Information: -0.499999
- DONALD TRUMP Calls Meeting With Press...Dresses Down Real Fake News Networks: “Everyone at CNN is a liar and you should be ashamed”: -0.452778
- 'WOW! WHISTLEBLOWER TELLS CHILLING STORY Of Massive Voter Fraud: Trump Campaign Readies Lawsuit Against FL Sec Of Elections In Critical District [VIDEO]: -0.095

Next Steps

- Negative/Positive Analysis on Titles & Text
 - Assign categories to each data point
 - K-Means Document Cluster to visualize concepts
 - Dataset with legit news sources & information on their biases
 - Use classifications not modeled on some guy's chrome extension
-

Key Takeaways

- Low social engagement with fake news
 - Hard to define fake news based on word choice alone
-

Limitations

- Flagging fake news won't solve uninformed voter problem
 - Studies have shown most people can spot fake news
 - Newsfeeds confirms individual bias
 - Trump Administration & Alternative facts
-