

# FAKE NEWS DETECTION USING MACHINE LEARNING ALGORITHMS.

## ABSTRACT:

Automatic detection of fake news, which could negatively affect individuals and the society, is an emerging research area attracting global attention. The problem has been approached in this study from Natural Language Processing and Machine Learning perspectives. The evaluation is carried out for three standard datasets with a novel set of features extracted from the headlines and the contents. Social media interaction especially the news spreading around the network is a great source of information nowadays. From one's perspective, its negligible exertion, straightforward access, and quick dispersing of information that lead people to look out and eat up news from internet-based life. Twitter being a standout amongst the most well known ongoing news sources additionally ends up a standout amongst the most dominant news radiating mediums. It is known to cause extensive harm by spreading bits of gossip previously. This study proposes a model for recognizing forged news messages from twitter posts, by figuring out how to anticipate precision appraisals, in view of computerizing forged news identification in Twitter datasets. Support Vector Machine, Naïve Bayes Method, Logistic Regression and are the algorithms used in this study. The easy access and exponential growth of the information available on social media networks has made it intricate to distinguish between false and true information.

**Keywords:** Fake News, Twitter, Social Media, Data quality, Deep Learning, Machine Learning.

## 1. INTRODUCTION:

### 1.1 Fake news detection using Machine Learning

Machine learning is a growing technology which enables computers to learn automatically from past data. Machine learning uses various algorithms for building mathematical models and making predictions using historical data or information. Currently, it is being used for various tasks such as image recognition, speech recognition, email filtering, Facebook auto-tagging, recommender system, and many more. Machine learning is an application of AI which provides the ability to system to learn things without being explicitly programmed. Machine learning works on data and it will learn through some data. 'Supervised learning' is one of the type of machine learning. Supervised learning means we trained our model with labeled examples so the machine first learns from those examples and then performs the task on unseen data. This machine learning tutorial gives you an

introduction to machine learning along with the wide range of machine learning techniques such as Supervised, Unsupervised, and Reinforcement learning. Fake news is false or misleading information presented as news. It often has the aim of damaging the reputation of a person or entity, or making money through advertising revenue. However, the term does not have a fixed definition, and has been applied more broadly to include any type of false information, including unintentional and unconscious mechanisms, and also by high-profile individuals to apply to any news unfavourable to their personal perspectives. Fake news's simple meaning is to incorporate information that leads people to the wrong path. Nowadays fake news spreading like water and people share this information without verifying it. This is often done to further or impose certain ideas and is often achieved with political agendas. For media outlets, the ability to attract viewers to their websites is necessary to generate online advertising revenue. So it is necessary to detect fake news. This fake news can be detected by using machine learning algorithms.

## 2. LITERATURE SURVEY

In paper [1] the author discussed various fake news detection methods like 1. Linguistics basis Deception modelling 2. Clustering 3. Predictive modelling 4. Content cue-based methods 5. Non text cue-based methods. The author used the following algorithms on data sets such as 1. Naïve Bayes 2. Decision trees 3. SVM 4. Neural Networks 5. Random Forest 6. XG Boost. In paper [1] the author summarized different types of fake news such as Visual-based, User-based, Knowledge-based, Style-based, Stance-based. In paper [2] the author used a procedure to detect fake news which includes the following steps: **Metadata collection.** The first step is to simply collect the sentiment, entities and additional metadata available from third party tools. **Relation Extraction.** A second pass will collect both (i) the general relations found in a KG, and (ii) those computed from the current texts. **Embeddings.** Last step refers to the adaptation of various neural models (e.g., by adding a layer of embeddings) for improving fake news detection. In paper [3] the author applied hybrid framework for fake news detection, which repurposes the machine learning model for incident classification. Author used the logistic regression model on incident classification as our machine learning model for fake news detection and author trained it and validated it on Kaggle Fake News Dataset. In [3] author find that the most promising framework for fake news detection uses a combination of source and fact verification and NLP analysis, and author propose a hybrid framework based on automating incident classification. In paper [4] the author tested on three different data sets like Open sources, Kaggle dataset, George McIntire dataset. The author selected the following ML algorithms like Random Forest (RF), Support

Vector Classifier (SVC), Gaussian Naïve Bayes (GNB), AdaBoost (AB), K-Nearest Neighbour (KNN), Multi-Layer Perceptron (MLP) and Gradient Boosting for model evaluation. Author described XGB(gradient boosting) classifier can efficiently detect fake news with 88% mean accuracy and 0.91 F1 score, outperforming other ML classifiers. In paper [5] the author discusses a semantic fake news detection method built around relational features like sentiment, entities or facts extracted directly from text. Multinomial Naive Bayes, SGD Classifier ,Logistic regression (One Vs Rest), Random forest Decision trees ,SVM are the algorithms used by the author on datasets. Liar datasets and politifacts datasets are used in this paper by the author. Author described SVM is best classic ML classifier among Logistic regression and decision trees and Random forest to detect the fake news. In paper [6] the author discussed five different types of classification models including Support Vector Machine (SVM), Naïve Bayes, Logistic Regression, Long short-term memory, Recurrent Neural Network are implemented for this task. Author implemented the following different ideas in order to process the dataset. Those are as follows, Count Vectors TF-IDF , Word Level , N-gram Level , Character Level , Word Embedding . The author proposed that SVM performs best for characterization technique among Naive Bayes (NB), Recurrent Neural Network (RNN), Logistic Regression (LR), Long Short Term Memory (LSTM).

### 3. METHODOLOGY:

**3.1 Proposed method:** The proposed Fake news detection and identification of fake news using classification based feature selection is outlined in the below flow chart.

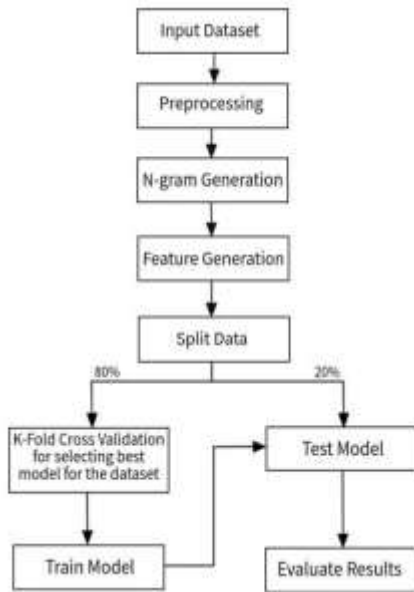


Fig. 1. Flowchart of the classification process

**3.2 Pre-processing:** The removal of extraneous information is crucial. Articles that are used, contained links, numbers, and other symbolic contents that are not required for feature analysis. Source URLs if any are removed from the article content. The text of headline and body are then tokenized and stemmed. Finally unigrams, bigrams and trigrams are created out of the list of tokens. These grams and the original text are used by the different feature extractor modules. Lowercase Text, URL Removal, Contraction Splitting are preprocessing techniques.

**3.3 Feature Selection:** For building a Machine Learning model, feature selection is of utmost importance for optimum performance of the system. Features used in the proposed model are as follows:

#### n-grams Count Feature

features are used for counting occurrences of n-grams in the title and body of the news, and various ratios of the unique n-gram and total word count given by Eq

$$\text{ratio of unique n-gram} = \text{total unique n-gram} / \text{total n-gram}$$

Thereafter it uses specific binary refuting words, like ‘fake’, ‘fraud’, ‘hoax’, ‘false’, in the headline.

#### tf-idf: Term Frequency- Inverse Document Frequency:

It consists of two terms tf and idf. Term Frequency is how many times a word occurs in a given document given by Eq.

$$tf(t, d) = 0.5 + 0.5 \cdot \max_{f \in d} \{f_{t,d} : t \in d\}$$

Inverse Document Frequency (idf) is the number of times a word occurs in corpus of documents. This facilitates to understand which words are important.

Finally, Cosine similarity of these normalized tf-idf vectors are calculated for headlines and the contents. This gives the measure of how correlated the headlines and their corresponding article contents are. Since cosine similarity considers only those vectors which have non-zero dimension, its calculation is quite fast.

$$\text{Similarity} = \cos \theta = \frac{\mathbf{A} \cdot \mathbf{B}}{\|\mathbf{A}\| \|\mathbf{B}\|}$$

#### SUPPORT VECTOR MACHINE:

Support Vector Machine is one of the most popular Supervised Learning algorithms , which is used for classification as well as Regression problems. However, primarily it is used for Classification problems in Machine Learning. The goal of the SVM algorithm is to create the best line or decision boundary that can segregate n-dimensional

space into classes so that we can easily put the new data point in the correct category in the future. This best decision boundary is called hyperplane. SVM chooses the extreme points/vectors that help in creating the hyperplane. These extreme cases are called as support vectors, and hence algorithm is termed as Support Vector Machine, there are two different categories that are classified using a decision boundary or hyperplane. The basic principle of the algorithm is to use samples to form a lattice in the high-level feature space, select sample points as the support vector near the boundary between the two types of sample points and use the support vector to make the decision. And finally achieve the purpose of classification and identification. A support vector machine (SVM), which can be used interchangeably with a support vector network (SVN), is also considered to be a supervised learning algorithm. SVMs work by being trained with specific data already organized into two different categories. Hence, the model is constructed after it has already been trained. Furthermore, the goal of the SVM method is to distinguish which category any new data falls under, in addition, it must also maximize the margin between the two classes. The optimal goal is that the SVM will find a hyperplane that divides the dataset into two groups. The kernel used in this application is RBF as it is best suited for large applications like a corpus of news articles. The Radial Basis function on two samples and it is given by:

$$K(x, x') = \exp\left(-\frac{\|x - x'\|^2}{2\sigma^2}\right)$$

Where  $\|x - x'\|^2$  represents the squared Euclidean distance and  $\sigma$  is a free parameter.

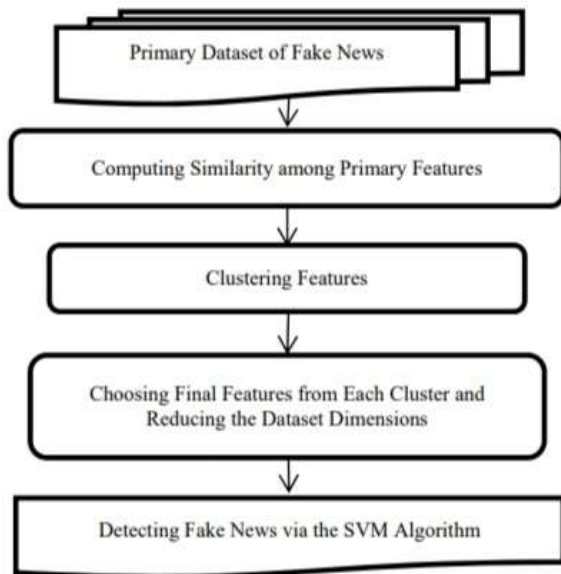


Fig. 2: Flowchart for detecting fake news using SVM.

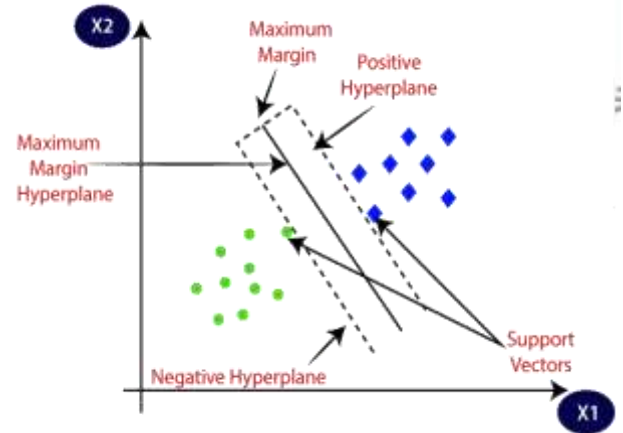


Fig. 3: SVM Graph

### NAÏVE BAYES:

Naïve Bayes algorithm is a supervised learning algorithm, which is based on Bayes theorem and used for solving classification problems. It is mainly used in text classification that includes a high-dimensional training dataset. Naïve Bayes Classifier is one of the simple and most effective Classification algorithms which helps in building the fast machine learning models that can make quick predictions. It is a probabilistic classifier, which means it predicts on the basis of the probability of an object. Some popular examples of Naïve Bayes Algorithm are spam filtration, Sentimental analysis, and classifying articles. The Naïve Bayes algorithm is comprised of two words Naïve and Bayes, Which can be described as:

**Naïve:** It is called Naïve because it assumes that the occurrence of a certain feature is independent of the occurrence of other features. Such as if the fruit is identified on the bases of color, shape, and taste, then red, spherical, and sweet fruit is recognized as an apple. Hence each feature individually contributes to identify that it is an apple without depending on each other.

**Bayes:** It is called Bayes because it depends on the principle of Bayes' Theorem.

Bayes' theorem is also known as Bayes' Rule or Bayes' law, which is used to determine the probability of a hypothesis with prior knowledge. It depends on the conditional probability. The formula for Bayes' theorem is given as:

$$P(A|B) = \frac{P(B|A)P(A)}{P(B)}$$

**P(A|B) is Posterior probability:** Probability of hypothesis A on the observed event B.

**$P(B|A)$  is Likelihood probability:** Probability of the evidence given that the probability of a hypothesis is true.

**$P(A)$  is Prior Probability:** Probability of hypothesis before observing the evidence.

**$P(B)$  is Marginal Probability:** Probability of Evidence.

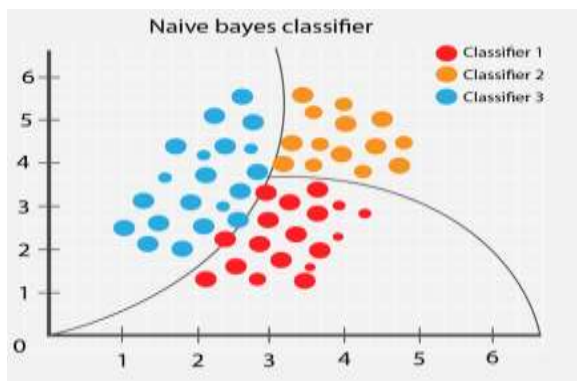
There are three types of Naive Bayes Model, which are given below:

**Gaussian:** The Gaussian model assumes that features follow a normal distribution. This means if predictors take continuous values instead of discrete, then the model assumes that these values are sampled from the Gaussian distribution.

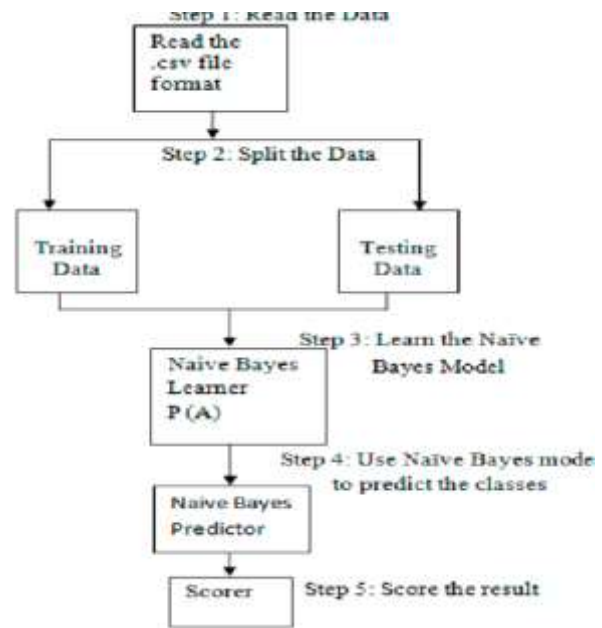
**Multinomial:** The Multinomial Naïve Bayes classifier is used when the data is multinomial distributed. It is primarily used for document classification problems, it means a particular document belongs to which category such as Sports, Politics, education, etc. The classifier uses the frequency of words for the predictors.

**Bernoulli:** The Bernoulli classifier works similar to the Multinomial classifier, but the predictor variables are the independent Boolean variables. Such as if a particular word is present or not in a document. This model is also famous for document classification tasks.

It is used for Credit Scoring. It is used in medical data classification. It can be used in real-time predictions because Naïve Bayes Classifier is an eager learner. It is used in Text classification such as Spam filtering and Sentiment analysis.



**Fig. 4: Naïve bayes classifiers**



**Fig. 5: Flow chart for Naïve bayes**

## LOGISTIC REGRESSION

Logistic regression is one of the most popular Machine Learning algorithms, which comes under the Supervised Learning technique. It is used for predicting the categorical dependent variable using a given set of independent variables. Logistic regression predicts the output of a categorical dependent variable. Therefore the outcome must be a categorical or discrete value. It can be either Yes or No, 0 or 1, true or False, etc. but instead of giving the exact value as 0 and 1, it gives the probabilistic values which lie between 0 and 1. Logistic Regression is much similar to the Linear Regression except that how they are used. Linear Regression is used for solving Regression problems, whereas Logistic regression is used for solving the classification problems. In Logistic regression, instead of fitting a regression line, we fit an "S" shaped logistic function, which predicts two maximum values (0 or 1). The curve from the logistic function indicates the likelihood of something such as whether the cells are cancerous or not, a mouse is obese or not based on its weight, etc. Logistic Regression is a significant machine learning algorithm because it has the ability to provide probabilities and classify new data using continuous and discrete datasets. Logistic Regression can be used to classify the observations using different types of data and can easily determine the most effective variables used for the classification.

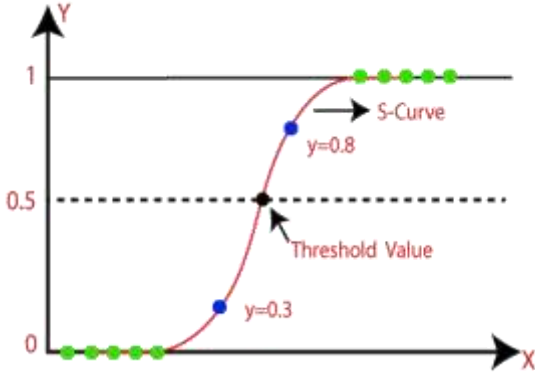


Fig. 6: Logistic regression

#### Logistic Function :

The sigmoid function is a mathematical function used to map the predicted values to probabilities. It maps any real value into another value within a range of 0 and 1. The value of the logistic regression must be between 0 and 1, which cannot go beyond this limit, so it forms a curve like the "S" form. The S-form curve is called the Sigmoid function or the logistic function. In logistic regression, we use the concept of the threshold value, which defines the probability of either 0 or 1. Such as values above the threshold value tends to 1, and a value below the threshold values tends to 0.

**Logistic Regression Equation:** The Logistic regression equation can be obtained from the Linear Regression equation. The mathematical steps to get Logistic Regression equations are given below:

We know the equation of the straight line can be written as:

$$y = b_0 + b_1x_1 + b_2x_2 + b_3x_3 + \dots + b_nx_n$$

In Logistic Regression y can be between 0 and 1 only, so for this let's divide the above equation by (1-y):

$$\frac{y}{1-y}; 0 \text{ for } y=0, \text{ and infinity for } y=1$$

But we need range between  $-\infty$  to  $+\infty$ , then take logarithm of the equation it will become:

$$\log \left[ \frac{y}{1-y} \right] = b_0 + b_1x_1 + b_2x_2 + b_3x_3 + \dots + b_nx_n$$

Logistic Regression can be classified into three types:

**Binomial:** In binomial Logistic regression, there can be only two possible types of the dependent variables, such as 0 or 1, Pass or Fail, etc.

**Multinomial:** In multinomial Logistic regression, there can be 3 or more possible unordered types of the dependent variable, such as "cat", "dogs", or "sheep"

**Ordinal:** In ordinal Logistic regression, there can be 3 or more possible ordered types of dependent variables, such as "low", "Medium", or "High".

## 4. RESULTS AND DISCUSSION:

There are basically four feature vectors that was extracted from our text dataset, which are Count Vector, Word Level Vectors, N-gram vectors, Character level vectors. Firstly, Naïve Bayes Model was tested on each of the feature vectors. It gives 73% accuracy on count vector feature, 75% on Word Level TF-IDF, N - gram vector, and character vector as well. Then Logistic regression model was performed. This time the performance was slightly optimized than before, predicting 74% and 76% respectively on count and word level vectors. Whereas 75% and 76% was the results of Logistic Regression stage. Thirdly Support Vector Machine was performed for observing any further enhancement over the previous result so far. But no enhancements were observed at this stage as testing accuracy from SVM is 74% in all the four mentioned features vectors in our study.

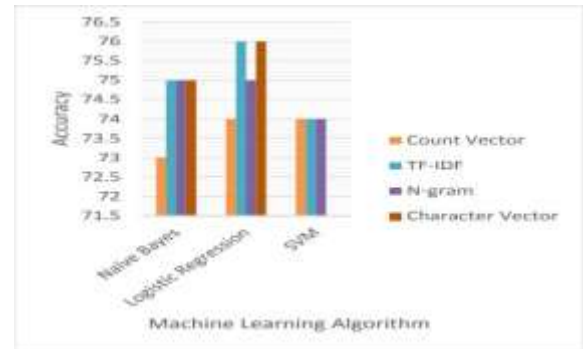


Fig. 7: Accuracy for all four feature vectors

After performing cross validation. There is 62.47% for Logistic Regression, 84.56% for Naïve Bayes and 89.34% for SVM in Count Vector feature. And for TF-IDF, there is 69.47% for Logistic Regression, 89.06% for Naïve Bayes and 89.34% for SVM.

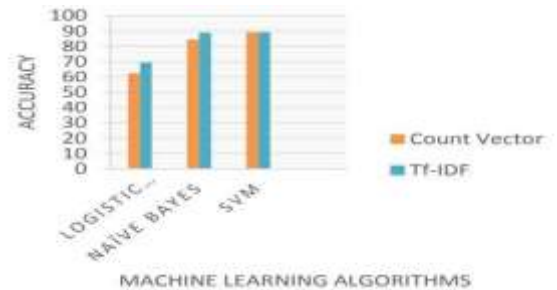


Fig. 8: Accuracy of ML algorithms on tf-idf and counter vector



SVM Shows the highest accuracy with TFIDF feature among all the classifier we have implemented in Chile Earthquake Dataset 2010. Logistic regression attempts to predict outcomes based on a set of independent variables, but logistic models are vulnerable to overconfidence. It requires that each data point be independent of all other data points. In our dataset, the feature word length depends on the news statement. If observations are related to one another, then the model will tend to overweight the significance of those observations.



**Fig. 9: Overall Accuracy Comparison of ML and DL Algorithms**

All three algorithms have same level of precision. SVM outperforms the other algorithms considering recall. F1-score of both Naïve Bayes and SVM is 0.94 which is the highest.

	Precision	Recall	F1-Score
Naïve Bayes	0.89	0.99	0.94
Logistic Regression	0.89	0.75	0.81
SVM	0.89	1.0	0.94

**Table 1- Table for Precision, recall, f1-score calculation on ml algorithms.**

## 5. CONCLUSION:

Fake news are false stories in order create propaganda or influence the public on a political or sociological issue with the assistance of social media, internet, and established news sources. Fake news serves various purposes to society such as influencing and persuade people through the means of fake material and damaging a person, event, idea, concept, or people in general. As shown, the three main causes are; the social media and internet impact, the rise of unreliable news sources and fall of authoritative news outlets, and lastly the anonymity behind the creation of fake news and misinformation. there is a computerized model for checking the verification of news extracted from Twitter which gives general answers for information accumulation and expository demonstration towards fake news recognition.

After having an idea from the supervised models, a deep learning-based model is proposed to identify fake news. The accuracy metric presumably would be altogether improved by methods for utilizing progressively complex model. It is worth noting, that even with the given dataset, only part of the information was used. The study demonstrated that even the very basic algorithms on fields like AI and Machine Learning may find a decent outcome on such a critical issue as the spread of fake news issues worldwide. Such a model could be important to a huge number of social media users by expanding their own credibility decisions. The dataset in this examination is relied upon to be utilized for arrangements which utilized machine learning based statistical calculations, for example, Support Vector Machines (SVM), Naive Bayes (NB), Recurrent Neural Network (RNN), Logistic Regression (LR), Long Short Term Memory (LSTM). In this investigation, SVM performs best for characterization technique.

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