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EFFECTIVE FAKE NEWS DETECTION WITH DEEP DIFFUSIVE NEURAL NETWORK

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ABSTRACT Online social networks (OSNs) have become an integral mode of communication among people and even nonhuman scenarios can also be integrated into OSNs. The ever growing rise in the popularity of OSNs can be attributed to the rapid growth of Internet technology. OSN becomes the easiest way to broadcast media (news/content) over the Internet. In the wake of emerging technologies, there is dire need to develop methodologies, which can minimize the spread of fake messages or rumors that can harm society in any manner. In this article, a model is proposed to investigate the propagation of such messages currently coined as fake news. The proposed model describes how misinformation gets disseminated among groups with the influence of different misinformation refuting measures. With the onset of the novel coronavirus-19 pandemic, dubbed COVID-19, the propagation of fake news related to the pandemic is higher than ever. In this article, we aim to develop a model that will be able to detect and eliminate fake news from OSNs and help ease some OSN users stress regarding the pandemic. A system of differential equations is used to formulate the model. Its stability and equilibrium are also thoroughly analyzed. The basic reproduction number (R0) is obtained which is a significant parameter for the analysis of message spreading in the OSNs. If the value of R0 is less than one (R0 1 the rumor will persist in the OSN. Realworld trends of misinformation spreading in OSNs are discussed. In addition, the model discusses the controlling mechanism for un trusted message propagation. The proposed model has also been validated through extensive simulation and experimentation

INTRODUCTION: IN THE 20th century, the Internet has become the most powerful tool for communication. It facilitates efficient andeffective transfer of media from one location to another. With the development of Internet technology, social networks such as Facebook, WhatsApp, Twitter, Instagram, and Google plus have become a vital platform for information exchange [1]. Nowadays, people are connected through online social networks (OSNs) and exchange information in a cost efficient manner through data transfer. However, information exchanged on OSN platforms may comprise rumors that may affect the social lives of people [2]. Take COVID-19 as an example, where the proliferation of fake news related to the virus has left many people skeptical of any information they read information related to the virus on social media [3]. Some recent fake news related to a cure for COVID 19 has spread through Facebook [4]. Due to this type of misinformation, people from different corners of the world died. The impact of fake news on people related to a well-known Zika virus case study was presented by Sommariva et al. [5]. The authors found that the speed of fake news spread on OSNs is tremendous and tends to cover large audiences.One major challenge that is associated with OSNs is verification of messages exchanged as well as the authenticity of users. Some

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messages that are spread through these social networks may create horrible situations regarding peace and harmony in society. Such messages, currently coined as fake news, can also be life-threatening. These kinds of messages are in essence just rumors/misinformation which are propagated through different means [6], [7] either just for entertainment or maliciously as well. Due to such messages, unnecessary anxiety uprise among the public and countries may also face economic loss [8]–[11] as is seen currently with COVID-19 [12]. This can be attributed to the fact that the rate of information dissemination on OSNs is very quick and information can spread globally within seconds [13], [14]. Several instances exist where the spread of fake news on OSNs created undesirable and detrimental situations for society. For instance, two bombs exploded in the White House injuring the U.S. president (23 April 2013) and incurring a loss of 10 billion USD [15]. Another example from India can be of a rumor on OSN that claimed, "Sonam Gupta is unfaithful." Due to this message in social networks, the personal life of a random girl whose name is Sonam Gupta was affected. Such types of comments should not be accepted in a civilized society. This is a type of public shaming on OSNs and can lead to malicious consequences even if unintended. To overcome these types of issues, Basak et al. [16] suggested a mechanism of blocking/muting of shamer's attacks on victims on Twitter. Liang et al. [17] investigated the rumor identification problem in microblogs. The authors proposed a method for identification of rumor rumormonger in the microblogs. Their scheme is based on the hidden behavior of users. More recently, the drug vaccine trial in the U.K. for COVID-19 was harmed when it was falsely reported that the first patient injected with the vaccine has died [18]. The effects of this COVID-19 rumor are not yet known as it is so recent but the impact is real in the fact that people will now be more hesitant to take vaccines for COVID-19. There is a huge impact of rumors on society, individuals' daily life, during war, natural disasters, pandemics/epidemics, and within the financial market [19]–[21]. Due to these facts, people tend to become an easy target and get panicked and depressed easily over fake information. They also take wrong decisions strictly on the basis of misinformation. There exists, different mathematical models, to study the behavior of message dynamics in social networks. In the wake of the wide scope and significance of social networks, rumor and fake news identification have become a potentially strong area of research. This urges for the development of the various mathematical models for rumor dissemination [22], [23]. In recent years, epidemic modeling on social networks is being studied.The standard susceptible-infected recovered (SIR) model [24] is primarily used due to its generalization and efficacy. The SIR model uses three compartments: susceptible (S), infected (I), and recovered (R). Every individual belongs to one of the three compartments and can be transferred from S to I or from I to R. This epidemic models elaborates on the dynamics of epidemics on networks and assist decision makers to alleviate the problem when an epidemic outbreaks. SIR model considers that the networks are homogeneous i.e., every node has identical relation and probability, and there is a link among any two nodes. However, the current study concludes that the community is a structure of social contact networks [25], [26] in which nodes have unusual connection and nodes have more connection inside a cluster than that between communities. Thus, when there are major numbers of infected individuals in a group of people, the rate of infection is slow.

This incident is called “crowding” or “protection effect” [27], [28]. Thus, the linear forces of infection are used in the basic SIR models and they have some limitations under the typical condition. The improved SIR models consider the nonlinear forces of infection and categories spreading nature [29]. But the spreading of worms was not detected early stage, and this is one the biggest drawback of the above model.Daley and Gani [30] explained the basics of epidemic modeling and its utilization. Epidemic modeling is used to develop a policy for controlling epidemic spread within a given population. Different strategies can be applied with the help of epidemic modeling to prevent the outbreak of epidemic disease. For example, in the specific case of COVID-19, Le et al. [18] used lock-down, social distancing, and quarantine techniques to combat the virus. The authors also suggested an epidemic model for the prevention of rumor spread in social networks. The authors discussed an inherited SIR model which is made up of three groups like spreaders, ignorant, and stiflers. The effect of rumor spreading in social networks is analyzed. The mechanisms for the removal of rumors (an “infection of the mind”) has been explained by them. Cheng et al. [31] discussed the process of rumor diffusion in OSNs. For this study, the authors used the concept of epidemic modeling. In the proposed model they also assumed that there are three types of groups that exist in OSNs as noted above. In their model, the probability of infection (spreading rate of a given message) is considered as a variable and the infection is defined as a function of the strength of ties between nodes. The authors investigated the behavior of rumor spreading on the social site BlogCatalog. They also discussed weak ties as not being able to spread rumors fast and wide. Nekovee et al. [32] explained the dynamics of rumor spreading on complex social networks. The authors analyzed rumor spreading in different types of network topologies such as scale-free networks, uncorrelated scale-free networks, and random graphs. The authors found a threshold value as well as observed that below this threshold value, a given rumor would not spread effectively in a given OSN. An SIRS model [19], [22] is used for demographic linkage and related to the recovery rate in OSNs. In this model, arriving and leaving of users in the group is discussed. There could be many reasons for joining and leaving the online group. It may be due to the loss of interest or some other reasons can be there.Some new users join the group may be with good intention, or with a bad intention, such as spreading of untrusted messages in the network. A massive amount of research work on OSN is being done, including the exposure valuations, detection, and investigation of such malicious activity. The usage of these OSN portals by the criminal group is also increasing rapidly. These users aim to spread false information, thereby creating harmful and damaging situations in the world. Due to such messages, people get affected and panicked. The high penetration rate of social networks into the daily lives of the people has led to another problem of concern. The spread of messages on the social network is very quick and it becomes a challenge to block and remove the untrusted type of messages. Hence, to protect the OSN from this type of activity, there is a need to develop models which can control the rumors and avoid the unforeseen situation in the world. For detection and controlling of misinformation (rumor) in OSN, an susceptible-verifiedinfected-recovered (SVIR) model is proposed, which is inspired by the epidemic modeling of virus spreading in population [33], [34]. This model is based on different types of epidemic classes and has two

layers of control mechanism to control the rumor in the social network. This model assumes that all users are susceptible that means anyone may turn a victim of misinformation or untrusted message. For protection, initially, the users are authenticated using a verified class. Hence, before accepting the request of any user, the user authentication method is applied, and the reliability of the messages from this user is evaluated in order to minimize the activities of malicious users to the OSN. If due to some reasons the verification of the user is unsuccessful then this type of user is considered to be a rumor spreader that has the potential to infect and spread unverified messages in the social network. This leads to the application of methods for removal and/or blocking of rumor as well as malicious users on the OSN. The key objectives of the proposed model is to monitor the presence of fake news/misinformation as well as spreaders in OSNs and apply a suitable corrective method for blocking and/or removal of these types misinformation and spreaders. Our contributions can be summarized as follows: 1) formulate a mathematical model for monitoring fake news/misinformation as well as spreaders in OSNs and develop a method to prevent spreading of fake news; 2) suggest the concept of verification through verified state for verification of users in OSNs; 3) analyze the effect of a verified state on a given OSN's responsiveness and investigate its role in the prevention of fake news spreading in OSNs; 4) analyze the effectiveness of a recovered state (blocking/ removing/leaving of a spreader group) on fake news as well as a spreader in OSNs; 5) investigate social network stability under various conditions and verify theoretical findings through extensive simulation results

EXISTING SYSTEM:

- The improved SIR model has been discussed by Zhang et al. [29] who considered the variable rate of infection and the resultant function for infected individuals and nonlinear Ordinary Differential Equation (ODE) is developed. This model also discusses the crowding effect on OSN and also derives an expression for the basic reproduction number. This model has been used for the analysis of rumor spreading dynamics in social network and predicts the spreading behavior of rumor. They discussed the control strategies of rumor spread in social networks.
- Zhu et al. [41] proposed an epidemic SIRS model, in which they described joining and leaving of users in OSNs. This article considers the dynamics of demography and the model is validated by simulation. More epidemic models are discussed related to rumors. Some of the researchers examined the temporal dynamics using the ODE [47]. Singh and Singh [48] discussed the spatial and temporal dynamics of rumor propagation and developed a strategy for counter measures using. They used partial differential equation for the study of rumor propagation dynamics in the social network. Huang and Su [44] proposed an epidemic model for the study of news propagation on OSN and also suggested a method for controlling the rumor. They explained the effects of rumor spreading on ONS. For the study of rumor spreading in OSN, they evaluated the value of basic reproduction number and observed that if its value is less than one then the OSN will be free from unauthenticated news, otherwise unauthenticated news will be

present in the OSN forever. The result of the proposed model has been verified by numerical calculation as well as simulation results.

- Dong et al. [49] analyzed the rumor spreading dynamics on OSN by SEIR epidemic model. They considered the varying user's number on OSN with time. The joining and deactivation rate of user in this model is discussed. They also found the basic reproduction number and exact equilibrium points of the model. The effect of user variation on rumor spreading in OSN is explained. They found that the new incoming users influence the rumor spreading rate in OSN. The proposed model is verified by simulation results. Furthermore, Zhu et al. [50] using the same model as in [49] obtained a local and global equilibrium as well as calculated the basic reproduction number using the next generation matrix concept. The authors explained the effect of time delay on rumor propagation and developed an effective control mechanism. A hesitating mechanism-based SEIR model is proposed by Liu et al. [51] for the study of rumor spreading in OSN. They used mean field theory for analysis of rumor spreading in OSN. They discussed the rumor-free equilibrium condition and global stability of the OSN and also obtained the value of basic reproduction number. They also analyzed the effects of feedback method on rumor spreading. They established the analysis feedback mechanism to reduce the rate of rumor spreading but were not able to reduce the value of basic reproduction number.

DISADVANTAGES

- In the existing work, Identify when the user after the spreading rumor in the network.
- This system is less performance due to the standard susceptibleinfected-recovered (SIR) model which is not used primarily to its generalization and efficacy.

PROPOSED SYSTEM: The key objectives of the proposed model are to monitor the presence of fake news/misinformation as well as spreaders in OSNs and apply a suitable corrective method for blocking and/or removal of these types misinformation and spreaders. Our contributions can be summarized as follows:

1) Formulate a mathematical model for monitoring fake news/misinformation as well as spreaders in OSNs and develop a method to prevent spreading of fake news;

2) Suggest the concept of verification through verified state for verification of users in OSNs;

3) analyze the effect of a verified state on a given OSN's responsiveness and investigate its role in the prevention of fake news spreading in OSNs;

4) analyze the effectiveness of a recovered state (blocking/ removing/leaving of a spreader group) on fake news as well as a spreader in OSNs;

5) Investigate social network stability under various conditions and verify theoretical findings through extensive simulation results.

ADVANTAGES

- For detection and controlling of misinformation (rumor) in OSN, a susceptible-verified
- infected-recovered (SVIR) model is proposed which is more effective.
- The system is more effective due to presence of the mechanisms for the

CONCLUSION: The research work presented in this article proposes a mathematical model to study the dynamic spreading and controlling activities of message transmission in OSNs. The proposed model employs differential equations for investigating the effect of verification and blocking of users and the spread of messages on OSNs. The expression for basic reproduction R0 is obtained, which is used to analyze the status of rumor in the social network. Results obtained indicates that if R0 is less than 1, then rumors and fake news will be eliminated and OSNs gets stabilized locally. The local stability of rumor free equilibrium is established by the Jacobian matrix. It is found that if the eigen values of the matrix are less than zero then the network will be asymptotically stabilize locally in nature and free from the rumors. The Lyapunov function used to establish the global asymptotic stable status of the social network. Mathematical analysis has been performed to depict the accuracy of the rumor-free equilibrium. The activities of different classes of users have also been examined in the social network. In future, the method of latent and isolation can be used for the prevention of social network from rumor spread and fake news propagation. The issues examined in this article are of direct current concern, and the pandemic COVID-19 is creating a global crisis in rumors and fake news propagating freely on OSNs which may continue until it is cured/handled. Real world data clearly show that fake news propagation can be harmful for people, businesses, and many other facets of society. The results in this article therefore, may help solve some of the current global issues related to fake news spread.

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