

How Much Do You Trust The Internet?

January, 2023



If you've ever shared the aerial view of India, completely lit on a Diwali night, you're guilty as charged. This image has been going around for years as forwarded messages and stemmed at a time when we didn't know fake news as a concept existed.

The internet and social media are going through a crisis right now, where every single day, we are exposed to massive volumes of online content. We might read some, skim through some, and refer to some. But what we definitely do is assimilate what we read. But it doesn't just stop there. We share it in our circles without knowing whether what we read is actually news or fake.

Welcome to The New World, Ms. Information

What happens when you give voice to 2 billion people at once?

You get 200 billion opinions. And opinions are not facts. They are biased, interpreted, or even propaganda. Facts are straightforward.

But, what qualifies as fake news? Is fake news just one type?

Different Types Of Fake News

- Blatantly false articles
- Satires and sarcastic pieces
- Deepfake videos and morphed images
- Interpretations of incidents
- Compilations of tweets and opinions
- Opinions as news
- Pseudoscientific information

So, How Do We Tackle Fake News?

The human mind believes what it wants to believe. And this is exactly where the sentiment of fake news thrives as well.

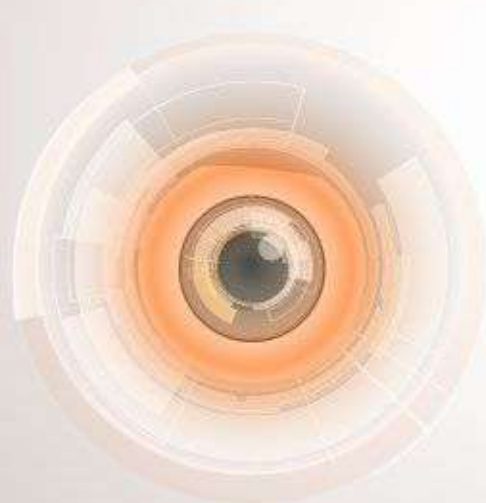
With the volume of information being generated online, we need something beyond human capabilities to tackle fake news for collective well-being. We need the potential of Artificial Intelligence (AI).



To successfully combat fake news, we need to first take the initiative to identify it. This is being done in multiple ways including:

- Webpage or website scoring
- Reputation prediction and classification
- Sensational keywords analysis
- Facts comparison and weightage

Apart from these, **Machine Learning (ML) algorithms** and classifiers are also being implemented to detect and curb fake news online:



- Support Vector Machines
- Logistic Regression
- Recurrent Neural Network
- K-Nearest Neighbor
- Decision Tree and more

Tools Used To Combat Fake News



Newswhip



Meedan



Hoaxy



PHEME



Snopes

If you haven't noticed, Google News already has a separate section that identifies and reports fake news. Called Fact Check, this demystifies news from fake news, offering clarity to readers.

While tackling misinformation and fake news with AI is good, fact-checking and identifying the source of an article when one receives an article or a message and choosing whether to forward it or not makes it a lot easier to deal with the digital contagion.

What do you think?

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