# Scientific and Technological Approaches for Detecting and Battling Fake News

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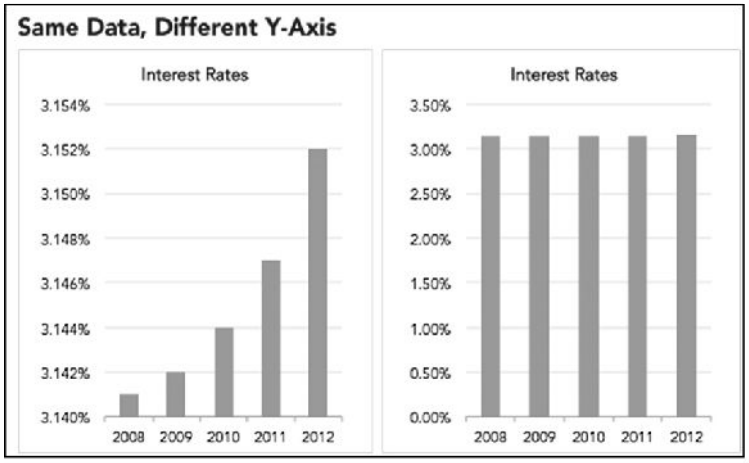
# Fake News

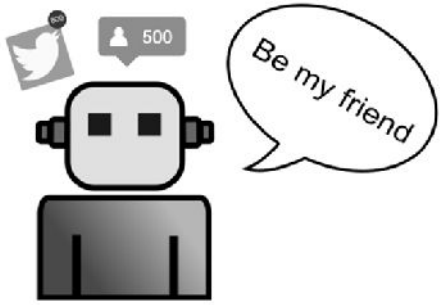
## Misrepresentation of facts



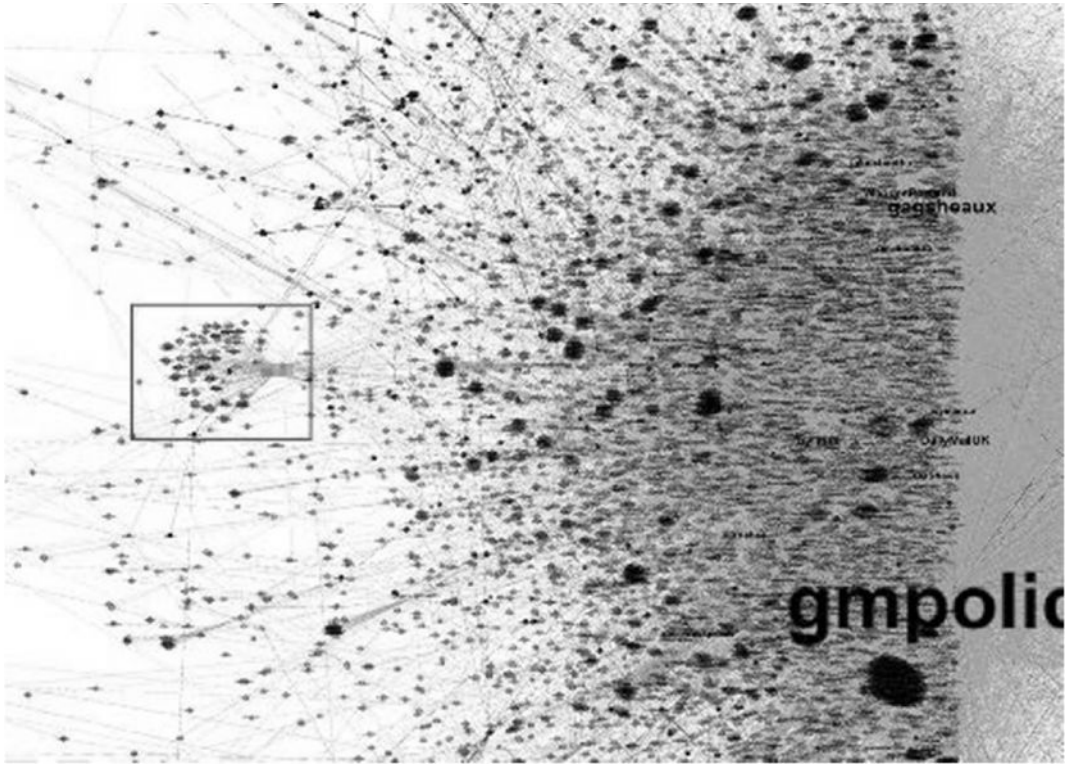

## Constructed Information

# Click Farms, Fake Profiles & Social Bots

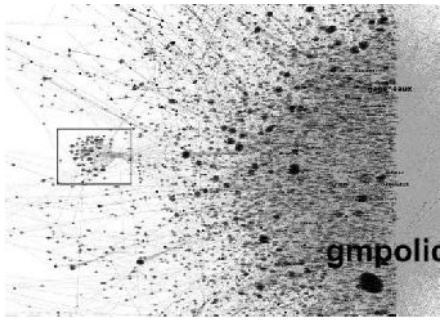
click farms




social bots



# Network Effects



emergence of article from a corner of social network

eyeballs

web traffic

clickbait title

higher rank

user engagement

# Detecting & Battling Fake News

provocative or clickbait title?

sentiment

grammar & syntax

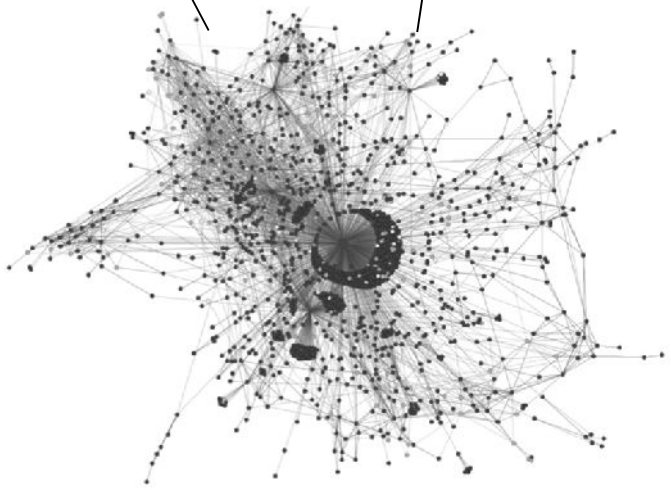
content supports title?

language

signed?

sources?

bots?



**Content Analysis**

**Spread Pattern**

**Source history and legitimacy**

# Internet Literacy