

Analysis of Fake Ranking on Social Media : Twitter

Nikhita Indurkar¹, Pranali Lotkar¹, Reshma Maske¹, Omkar Amin¹, Rohit Fukte¹, Prof. Ashwin Shinde²

¹Student, Department of Computer Science and Engineering, DBACER, RTMNU, Nagpur, Maharashtra, India

²Professor, Department of Computer Science and Engineering, DBACER, RTMNU, Nagpur, Maharashtra, India

ABSTRACT

The main aim of this project is to study of fake ranking on social media. We use it for find credibility on any social media platform. Now-a-days, we can see that everyone shared information but every information is not real. Some fake information are also spread increasingly on social media. The spreading of this fake information should be stop by using our system. We semi-supervised rank on any social media post and find the score according their credibility. We have done survey on mechanism like analyzing the online data, data abstraction, data classification. Such techniques help to ensuring the integrity of the information. By using our system no fake information spread on social media.

Keywords: Trustworthiness, Status, analysis, User-experience, Feature-ranking, Twitter.

I. INTRODUCTION

Online social media are interactive computer mediated technology that facilitated the creation and sharing of information, ideas, interaction and other forms of expressions via virtual communities and networks. The variety of standalone and built in social media services currently available introduces challenges of definition. Network form through social media change the way groups of people interact and communicate.

Twitter is a social network that allows users to send and receive short messages. While some social networking services use different templates. Twitter is fairly simple to use. Twitter users can follow what other people post. People all over the world talk about all kind of topics.

As a social media made growing possible to transfer near-real-time information in very cost effective way. Number of user around the globe experiencing of such platform so that it make possible for user to obtain

news and information regarding their topic and interest. This leads to the development of technique that can verify information obtained from platform which has become a challenging and necessary task.

We are including various modules information gathering, design of GUI, characterizing and exercising the suggested menus, implementation of proposed system, score generation, classification. We are using two algorithms in

Our projects LDRI (Language Detection Review Analysis) and Word Segmentation. We are going to create dataset for likes and comment for analysis. We are going to distinguish between credible and non-credible contents about post. It provide supervision on social media content and it will trace Malicious users also. Basically it will help to stop rumors on social media. To access information credibility on social media platform for preventing fake or malicious information. To observe user comment in credible and non-credible.

II. RELATED WORK

Majed Alrubain and his team used devise algorithm for accessing fake ranking and the studied realize credibility score using radar graph and comparison regarding their topic of interest. Other researchers have gone to certain limit extend to create system to assess fake ranking finding in real time. Such including systems are TweetCred and TwitterTrails there has been large amount of research focus on topics of high impact events such as earthquake, floods and political environment. The major task is to find credibility online social media.

There are the challenges related to study credibility on social media are as following:-

1. The difficulties of social media and web in recognising resources for used in studying and accessing credibility.
2. Large amount of data in various structure that make it difficult to obtain necessary information to find credibility of users.
3. Malicious activities for example, In tweeter malicious users purchase personal information make a fake amount and post tweet with same meaning with different words.
4. The process of evaluating solutions has a challenging task to maintain it in system, given that most researchers are limited in terms of the extent to which they can test their work (Twitter and other OSN limitations).[1]

Aditi Gupta and her team made work on Twitter to find the credibility. They work on TweetCred and Ranking on the social media. Quality and truthfulness of information was find by using TweetCred. In ranking the likes and comment count added over it. During this period, the credibility score is large number of tweets was computed, allowing us to evaluate and manage in TweetCred terms of its response time, effectiveness and usability. Every real-

time information mange under TweetCred system. To the best of our knowledge, this is the first research work to develop on a real-time based system for finding credibility on Twitter, and to evaluate it on a user base. [2]

Response Time: They analyzed the response time of the site that is loading time called burdening time from the moment when its request is send to our system. The moment which is the resulting score is returned by the server to the credibility extension. The response time of this server can be find by using API server which is used to find credibility of Twitter.

User Feedback: Many of people credibility score has request served by TweetCred, we received the feedback from them. When providing feedback users had the option of either agree and disagree with our score.

User Comments: TweetCred system was valued by large number of user for its originality and simple to use. Users also wanted to know that our backend functionality run for finding credibility.

Rahul Bora and his team have made a survey on information retrieval which is available on OSN, on analyze available data. They divide their process into three steps, first is that Collect an information in the form of data from OSN using API, next step is used different algorithm to analyze the information and then check the authenticity for related files and data information on the OSN and analyse the recently presented data.[3]

Data collection: By this methods based on crawling it is fast and uniformed algorithm. It solve the problem of Big data.

Data Classification: It basically work on data mining application like clustering. It consist of various algorithm used for classification purpose.

Data Analysis and visualization: Social network analysis showed interconnection between social sites. It consisting of nodes and tires. These networks are representing in a social network diagram, where nodes are represent in points. The tires represent interconnection between the one by one information such as networking sites or media platform or other platforms. These platforms provides the huge sources of information for social network which they are used to analysis purpose.

III. CONCLUSION

We are conclude that we survey on different types of algorithms and techniques which are used to find credibility on social media platform. We will improving credibility of data from than previous techniques where thousands of people around the globe post their images, videos every day and hence it to find credibility to ensuring that the forwarding and uploading information is valid or not. So that our technique can find its credibility in more reliable time.

IV. REFERENCES

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