

#ITK #DoneDeal #FakeNews: An Examination of “Fake News” in the context of  
Football-related social media content

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*Abstract*

Fake news in social media has been a huge problem in recent times, controversies surrounding the 2016 presidential election is just an example. This is no different in football transfers which is the core concern for this project. A transfer in football is when a player moves from one club to another, and there are constant rumours put out by Twitter accounts who claim to be close to the source

This dissertation proposes an approach to test the accuracy of Twitter accounts based on their predictions and analyse patterns related to the accuracy of an account. The proposed system uses two rule-based systems for this task, one for detecting a transfer rumour using heuristics such as keywords, and rumour veracity checking using *named entity recognition* and *entity linking*.

SVM and Random Forest algorithms were implemented to automatically capture latent features that make up a true rumour and false rumour which in turn can be used to predict veracity of new a rumour.

The dissertation concludes that false rumours tend to have higher retweets and favourites than true rumours and features such as tweet text, number of favourites and retweets, and sentiment are not informative enough for both the machine learning algorithms as they performed poorly.