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Survey on: Rumour Propagation Reduction System

Shivani Kannan[1] , Prof. Priya Surana [2],Ayushi Dharpure[3] ,Aniket Kute[4],Devansh Bisht[5]

UG Student, Department of Computer Engineering, Pimpri Chinchwad College of Engineering, Pune, Maharashtra, India[1345]

Associate Professor, Department of Computer Engineering, Pimpri Chinchwad College of Engineering, Pune, Maharashtra, India[2]

ABSTRACT: With the soaring development of enormous scale on-line social networks, online data sharing is changing into omnipresent every day. Varied data is propagating through on-line social networks as well as each the positive and negative. During this paper, we focus on the negative data issues like the web rumours. Rumour block may be a significant issue in large-scale social networks. Malicious rumours might cause chaos in society and therefore got to be blocked as shortly as potential when being detected. In this paper, we tend to propose a model of dynamic rumour influence step-down with user expertise (DRIMUX). Our goal is to attenuate the influence of the rumour (i.e., the quantity of users that have accepted and sent the rumour) by blocking an exact set of nodes. A dynamic propagation model considering each the worldwide quality and individual attraction of the rumour is bestowed supported realistic state of affairs. Additionally, totally different from existing issues of influence step-down, we tend to take into consideration the constraint of user experience utility. Specifically, every node is appointed a tolerance time threshold. If the block time of every user exceeds that threshold, the utility of the network can decrease. Below this constraint, we tend to then formulate drawback the matter as a network reasoning problem with survival theory, and propose solutions supported most chance principle. Experiments square measure enforced supported large-scale real world networks and validates the effectiveness of our technique.

KEYWORDS: Social network, rumour blocking, rumour diffusion model.

I. INTRODUCTION

With the soaring development and rising quality of large-scale social networks like Twitter, Facebook, and Chinese Sina Weibo, etc., many numerous folks are able to become friends and share every kind of knowledge with one another. On-line social network analysis has also attracted growing interest among researchers. On one hand, these on-line social platforms give great convenience to the diffusion of positive data such as new concepts, innovations, and hot topics. On the other hand,however,they'll become a channel for the spreading of malicious rumours or information. For instance, some folks might post on social networks a rumour regarding associate degree coming earthquake, which can cause chaos among the gang and thus might hinder the traditional public order. During this case, it is necessary to notice the rumour source and delete connected messages, which can be enough to prevent the rumour from any spreading. However, in certain extreme circumstances like terrorist on-line attack, it might be necessary to disable or block connected Social Network (SN) accounts to avoid serious negative influences. For instance, in 2016, the families of 3 out of the forty nine victims from the Orlando spot shooting incident filed a suit against Twitter, Facebook and Google for providing “material support” to the coercion organization of the Muslim State of Iraq and Syria (ISIS). These companies then took measures to dam connected accounts, delete relevant posts and fanpages on their social network platforms to forestall the ISIS from spreading malicious information. In addition, Facebook et al. even have issued relevant security policies and standards to say the authority to block accounts of users after their area unit

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against rules or in danger. Without doubt, malicious rumours ought to be stopped as shortly as attainable once detected so their negative influence are often reduced. Most of the previous works studied the matter of maximizing the influence of positive data through social networks. Quick approximation strategies were additionally projected to influence maximization downside. In distinction, the negative influence diminution problem has gained abundant less attention, however still there have been consistent efforts on planning effective ways for locking malicious rumours and minimizing the negative influence. Budak et al. Introduced the notion of a "good" campaign in a very social network to counteract the negative influence of a "bad" one by convincing users to adopt the "good" one. The matter of minimizing the propagation of malicious rumours by blocking a restricted variety of links in a very social network. They provided 2 completely different definitions of contamination degree and gave improved algorithms. Investigated the smallest amount price rumour interference problem in social networks. They introduced the construct of "protectors" and check out to pick a least variety of them to limit the unhealthy influence of rumours by triggering a protection cascade against the rumours cascade. However, there are a few limitations in those works. First, they take into account the rumour quality as constant throughout the entire propagation process, that isn't near to the realistic eventualities. Second, in the style of the rumour interference ways, either blocking nodes or links, they fail to require into consideration the issue of user expertise in world social networks. We have to avoid interference the accounts of users for such a protracted time that they'll lodge complaints or maybe quit the social network. Therefore, it's necessary to contemplate the impact of interference time on each individual.

II. LITERATURE SURVEY

Capacity of Wireless Networks with Social Characteristics

This paper studies the throughput capacity of wireless networks with social characteristics. We propose a simple model to reflect both the social relations between nodes and power-law node degree distribution, and then examine their impact on capacity. We show the fact that two features above lead to traffic locality and improve capacity. The structure of large scale wireless networks are remarkably transformed by a myriad of newly emerged and rapidly penetrating applications. In this paper, we bridge the theoretical analysis of fundamental scaling laws of wireless networks with the insights already gained through practical protocol development. By doing so, we provide a theoretical foundation to the design of intelligent scheduling and routing schemes that exploit social relations, analytically demonstrating the benefits of such schemes in terms of throughput capacity.

Viral Misinformation: The Role of Homophily and Polarization

In this paper everyone can produce and access a variety of information by actively participating in the diffusion and reinforcement of narratives. The spreading of unsubstantiated rumours, whether intentional or unintentional, could have serious consequences; the World Economic Forum has listed massive digital misinformation as one of the main risks for the modern society. An interesting example is the popular case of Senator Cirenga's law, proposing to fund policy makers with 134 million of euros (10% of the Italian GDP) in case of defeat in the political competition. This was an intentional joke the text of the post was explicitly mentioning its provocative nature—which became popular within online political activists. In this work we focus on two distinct types of news science and conspiracy differing in the possibility of verifying their content. Science news aim at diffusing scientific knowledge and scientific thinking, whereas conspiracy news provide alternative arguments that are difficult to be verified.

A Novel Agent-Based Rumour Spreading Model in Twitter

In this paper, Twitter is the most studied social network in viral marketing and the rumour spread is a widely researched problem. This paper contributes with a novel agent-based social simulation model for rumours spread in Twitter. This model relies on the hypothesis that when a user is recovered, this user will not influence his or her neighbours in the social network to recover. To support this hypothesis: two Twitter rumour datasets are studied a baseline model which does not include the hypothesis is revised, reproduced, and implemented and a number of experiments are conducted comparing the real data with the two models results. Rumours are the basis for viral

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marketing [13] and, therefore, rumours diffusion is a topic widely studied. In this scope, the epidemiological modelling is the hegemonic research line to model the rumour spreading.

A Fast Approximation for Influence maximization in Large Social Networks

In this paper, we approximate the influence maximization problem with the following two steps: extracting candidates and finding approximated optimal seeds. For the first step, we investigate how to remove unnecessary nodes for influence maximization based on optimal seed's local influence heuristics. For the second step, we devise a new simulated annealing method with a fast fitness function. In our experiments, we evaluate our proposed method with real-life datasets, and compare it with recent existing methods. From our experimental results, the proposed method is at least an order of magnitude faster than the existing methods while achieving high accuracy. In addition, we demonstrate that our candidate extraction method is very effective to exclude uninfluential nodes, so it can be used to make any algorithm for influence maximization much faster.

Least Cost Rumour Blocking in Social Networks

In this paper, we address the Least Cost Rumour Blocking (LCRB) problem where rumours originate from a community in the network and a notion of protectors are used to limit the bad influence of rumours. The problem can be summarized as identifying a minimal subset of individuals as initial protectors to minimize the number of people infected in neighbour communities of at the end of both diffusion processes. Observing the community structure property, we pay attention to a kind of vertex set, called bridge end set, in which each node has at
least one direct in-neighbour in and is reachable from rumours.

III. PROPOSED SYSTEM

We propose the dynamic rumour influence minimization with user experience model to formulate the problem. A dynamic rumour diffusion model incorporating both global rumour popularity and individual tendency is presented. Then we introduce the concept of user experience utility and propose a modified version of utility function to measure the relationship between the utility and blocking time. After that, we use the survival theory to analyze the likelihood of nodes getting activated under the constraint of user experience utility.

IV. SOCIAL NETWORK

A social network, in mathematical context, can be formulated as a directed graph G=(V;E) consisting of a set of nodes V representing the users, and a set of directed edges E denoting the relationship between users (e.g. following or being followed). Figure 1 shows the random graph illustration of a social network. Let [V] =N denote the number of nodes, and (u; v) 2E denote the directed edge from node u to node v (u; v 2 V), and uv2 f0(1) denote the edge coefficient, where uv = 1 represents the existence of edge (u;v), and uv = 0, otherwise. We use puv to denote the probability of u sending the rumor to v and v accepting it, i.e., the success probability of u activating v. Let D(u) denote the in-degree of node u. From Figure 1, we can see nodes in larger size have higher degree than those in smaller size. The degree of a node is also an indication of "influence" in a social network since higher degree denotes more connections to other nodes, thus it implies more opportunities to share information (both positive and negative) with other nodes.

V. DIFFUSION MODEL

Rumour diffusion mechanism is similar with that of epidemic propagation. During the propagation of rumours, each node could have one of the following three states: Susceptible (S), Infected (I) and Recovered (R), which is known as the SIR model. The state of being susceptible represents the node has the potential to accept and spread the rumour at any time; Infected indicates the node has already accepted and spread the rumour; Recovered denotes the state of the

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node identifying the rumour and denying it. In this paper, we consider the rumour propagation as a progressive process, i.e., once a node is infected, it will stay infected and not recover, which is the SI model.

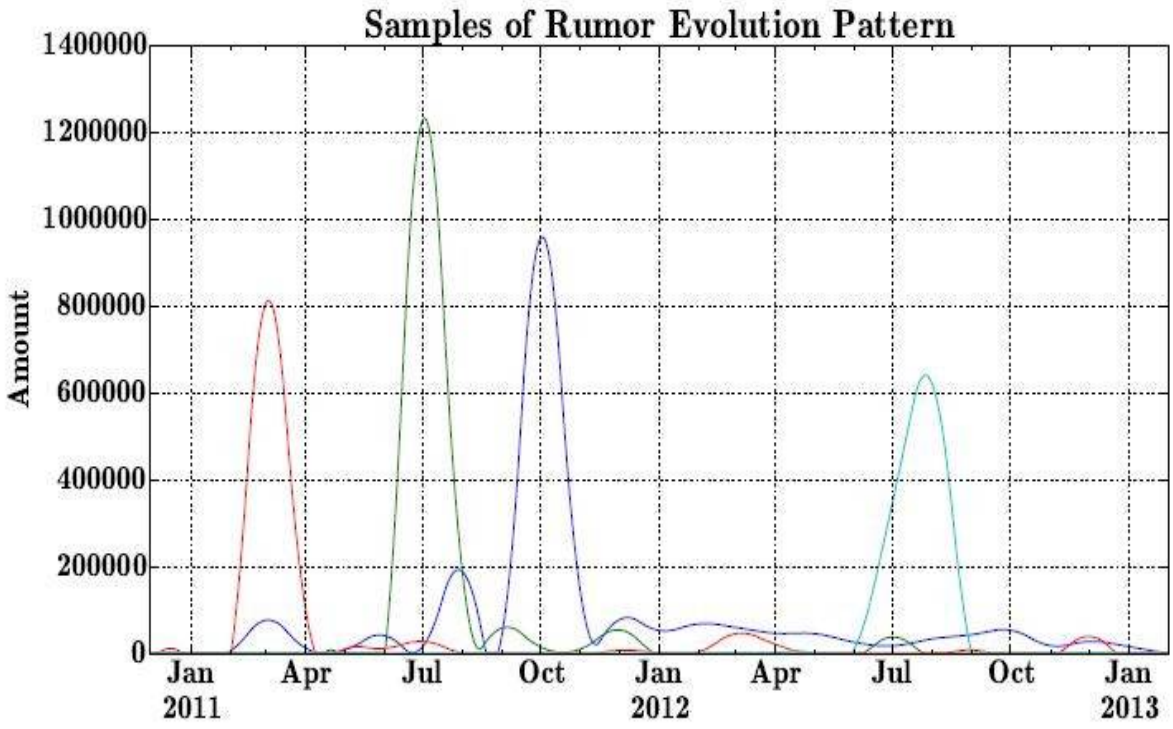

Fig.1: Rumour Diffusion Model

VI. ARCHITECTURE DIAGRAM

The Diagram represents the complete architecture of our proposed system. The User is registered to the portal through which he can access and handle his twitter account. He can access the system with his user-id and password. On login the system checks whether the user is been blocked for certain time period on the account of posting a rumour. If the condition results in block status he cannot access his account for a certain period of time else if the condition results in unblock status than he can access his account. The post is classified as a rumour based on comparison with the information available on search engines ,comparing the rumour with news channel dataset available on twitter and analysing the reaction of other users on the post.

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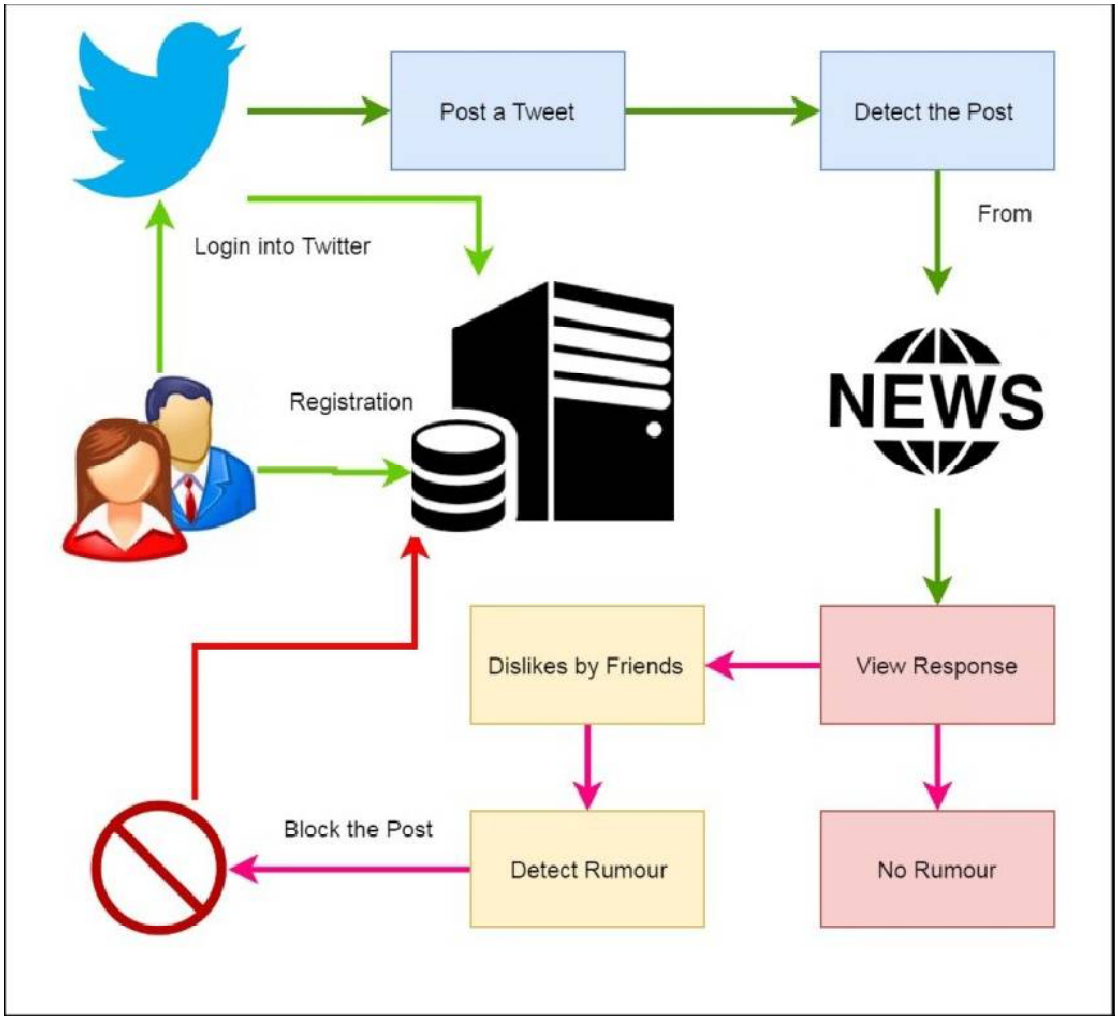

Fig.2: Architecture Diagram

VII. MATHEMATICAL MODEL

System S as a whole can be defined with
the following main components.
S= {I, O, P, s, e, U, Uf , Ad};
S=System
U= user
Uf =Set of user friends
Ad=admin
Input{I} = {Input1, Input2},
Where,
Input1=Text
Input2=Images
Procedures {P}=
{Up,Sp,Ublock,Rdetect,Rdelete}
Where,

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Up=upload post.
Sp=Share Post.
Ublock= arg max [f(t1—s(t0);Ai-1) - f(t1
—s(t0);Ai-1nv)]
Rdetect=åci=1åcj =1 (kxi-v jk)2
Rdelete= Delete rumour text and images
Output {O} = {Output1, Output2,
Output3}
Where,
Output1=detecting rumour texts images
Output2=delete rumour texts images
Output3=block user who sent or shared rumour text and images
Initial States {s}= { initially system will be in a state where user are not enrolled, Only admin of system.}
Final State {e}= {users are enrolled and successfully post or share text or images admin detect and delete rumour text and images and also block user who sent or shared rumour text and images }

VIII. CONCLUSION

In this paper, we have a tendency to investigate the rumour block drawback in social networks. we have a tendency to propose the dynamic rumour influence minimization with user expertise model to formulate the problem. A dynamic rumour diffusion model incorporating both world rumour quality and individual tendency is presented . Then we have a tendency to introduce the concept of user expertise utility and propose a changed version of utility operate to live the connection between the utility and block time. After that, we use the survival theory to investigate the probability of nodes obtaining activated underneath the constraint of user expertise utility. Greedy rule and a dynamic block rule are proposed to unravel the optimisation drawback supported completely different nodes choice methods. Experiments enforced on real world social networks show the effectuality of our methodology. In our future work, we have a tendency to commit to style a lot of refined rumour block algorithms considering the property of the social configuration and node properties. We intend to separate the whole social network into completely different communities with completely different user interests so analyze the rumour propagation characteristics among communities. We are also inquisitive about investigation the way to stop the rumour propagation effectively at a late stage.

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