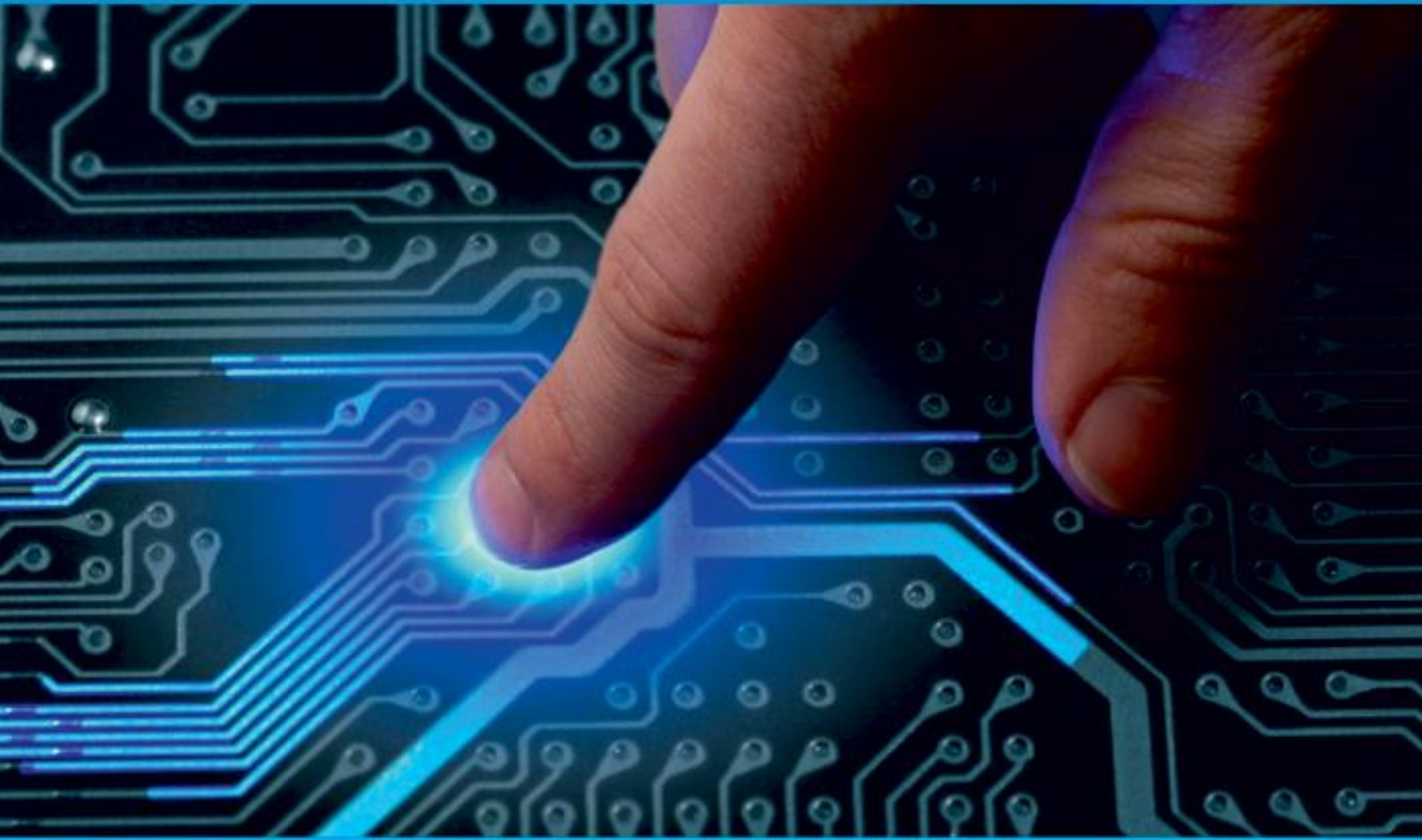




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ATME College of Engineering Detection of Fake Profiles

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ABSTRACT: In recent times, a drastic increase is observed in the number of people using social media. Social networking sites have made things easier as they allow us to connect to people easily and communicate with them without any need for physical meets. It has increased the chance of threats, such as fake identity, false information, fraud activities, etc. According to a survey, the number of accounts available on social networking sites such as Instagram are more than the number of people actually making use it on a regular basis. This suggests that fake accounts have been drastically increased in recent years. It is difficult to identify these accounts.

I. INTRODUCTION

Social Media has become part and parcel of everybody's life in today's world. It is mainly used to keep contact with friends and acquaintances, share information and similar activities. Instagram user count has been increasing rapidly in recent years. In the last decade, Instagram has gained more popularity compared to other social networking sites. Fake accounts on such social networks are the majorly responsible for spreading false information, practicing malicious activities, performing online fraud, etc. The use of social media on a large scale has proved to be helpful for the society. But at the same time, it proved to be hazardous as well. Being a very good medium to share media and information online, there are several drawbacks due to which normal users find using social media unsafe. Social media is being used for unfaithful practices such as online fraud, spreading false information, etc. Fake accounts are majorly responsible behind such activities. Several organizations and brands invest huge capital on social media influencers for sake of their promotion. These influencers mostly make use of Instagram for promotional activities. But it is essential for these brands to know whether the followers gained by the influencer's account are organic or not. Various malpractices are being observed just to increase followers and likes of several accounts for the sake of money. This involves use of automated tools which provide fake followers and likes to users. Due to all these, the need for a tool which could detect fake accounts on Instagram comes into picture. In this research, we have used to detect if the account is fake or real.

II. EXISTING SYSTEM

The existing system involves as combination of automated algorithms and user reporting. Very less factors are being used to decide whether an account is fake or real. These factors play prime role in decision making. When the number of factors is low, the accuracy of the model worsens. The existing systems lack in such a case, as the parameters considered by them seems to be outdated. Due to advancement in tools made available for the purpose of fake engagement, there is a huge improvement in fake account creation. This is most of the times not detected by the existing applications which are being used to detect the fake accounts. Hence, the existing methods have turned outdated. The most commonly used language is java by existing fake account detection.

III. PROPOSED SYSTEM

The factors used by the existing systems to detect the fake accounts are very less. The prediction becomes accurate when the number of parameters used are more efficient. In previously used algorithms, if some of the inputs are not appropriate, the algorithm could not produce accurate results. Hence, in this research, we made use of java. It uses

decision trees as a prime factor. We made use of several parameters. These parameters are further considered as inputs which are used to form the decision trees in order to apply

✓ **Detection Strategy**

The data which we collected is used to derive the values for the parameters such as artificial activity and spam Behavior. We considered the following terms for deciding if an account is fake or not:

B. Modules:

There are Two modules in the system

Admin

- Login
- View All Users
- Manage Spam
- View Block Users
- Logout

User

- Register
- Login
- Profile
- Add Post
- Follow and Unfollow
- My Post
- Report
- Logout

C. Implementation

Module 1 is implemented using html, css, javascript, and java.

The data is stored in database using MySQL Admin can login and manage users details, Admin can Block fake accounts.

Module 2 User can Register, login to the Instagram account overall data stored in MySQL database.

D. Testing

- Unit Testing
- Integration Testing
- System Testing
- Acceptance Testing

E. Maintenance

Software maintenance is the process of changing, modifying, and updating software to keep up with customers needs. Software maintenance is done after the product has launched for several reasons including improving the software overall, correcting issues or bugs, to boost performance, and move.

IV. SYSTEM ARCHITECTURE

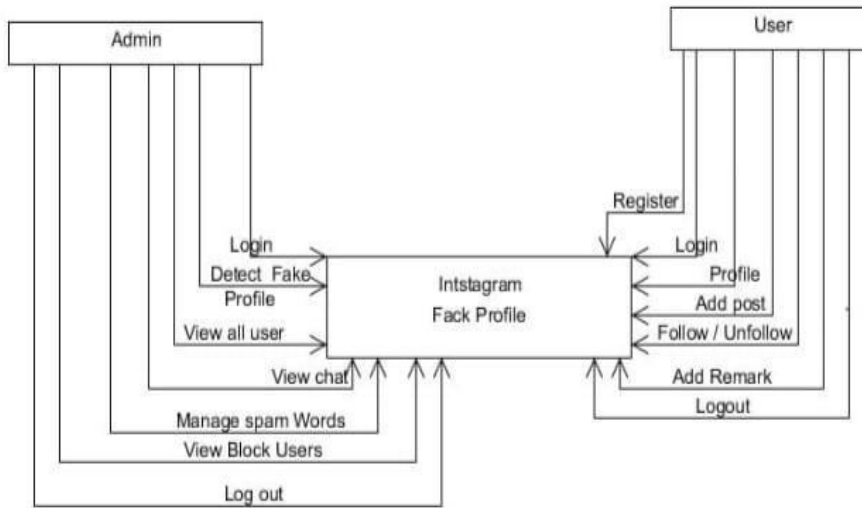


Fig 2: System Architecture

V. SIMULATION AND RESULTS



Fig: User Login Page

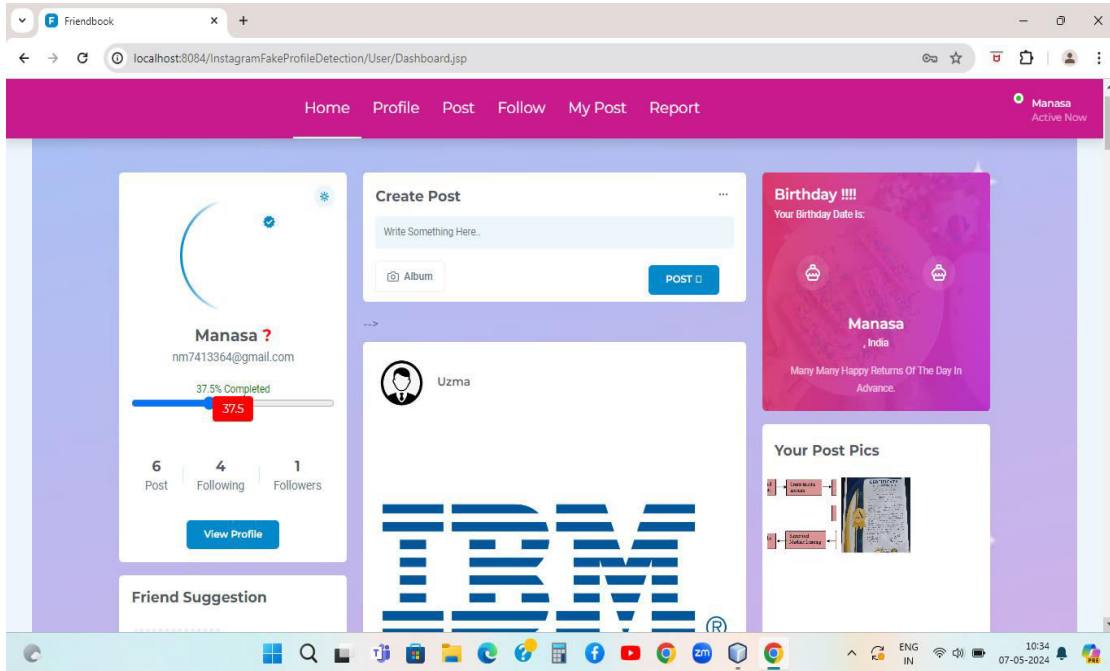


Fig: User profile page

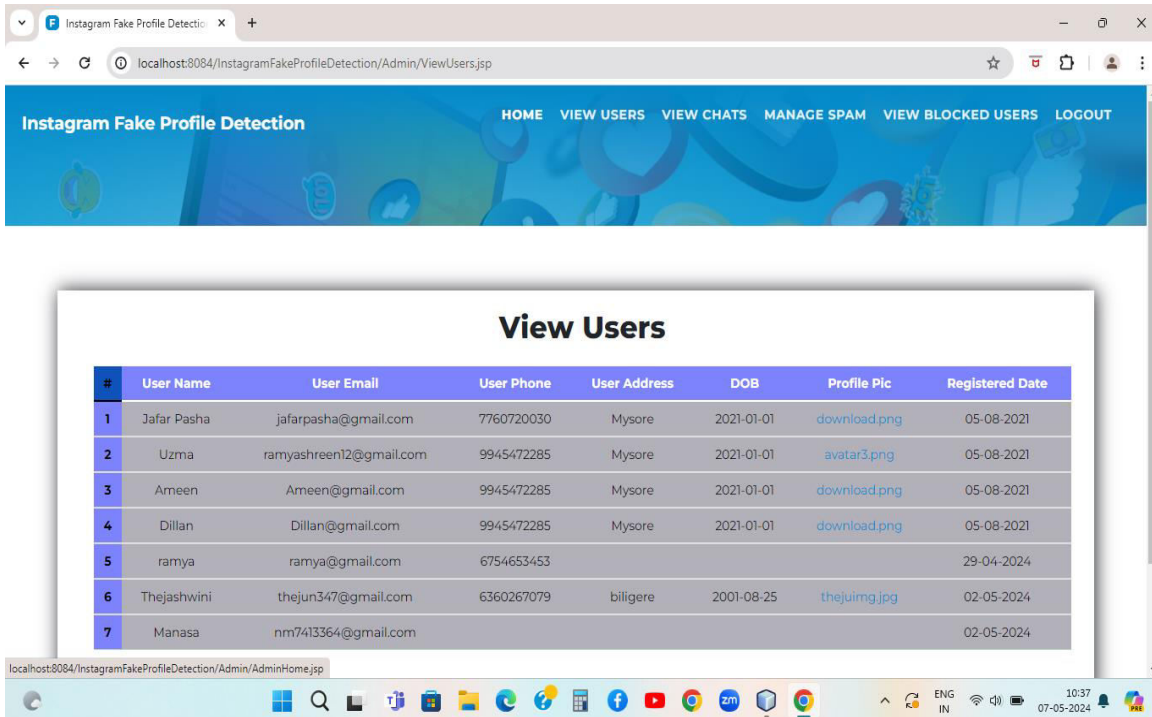


Fig: View User

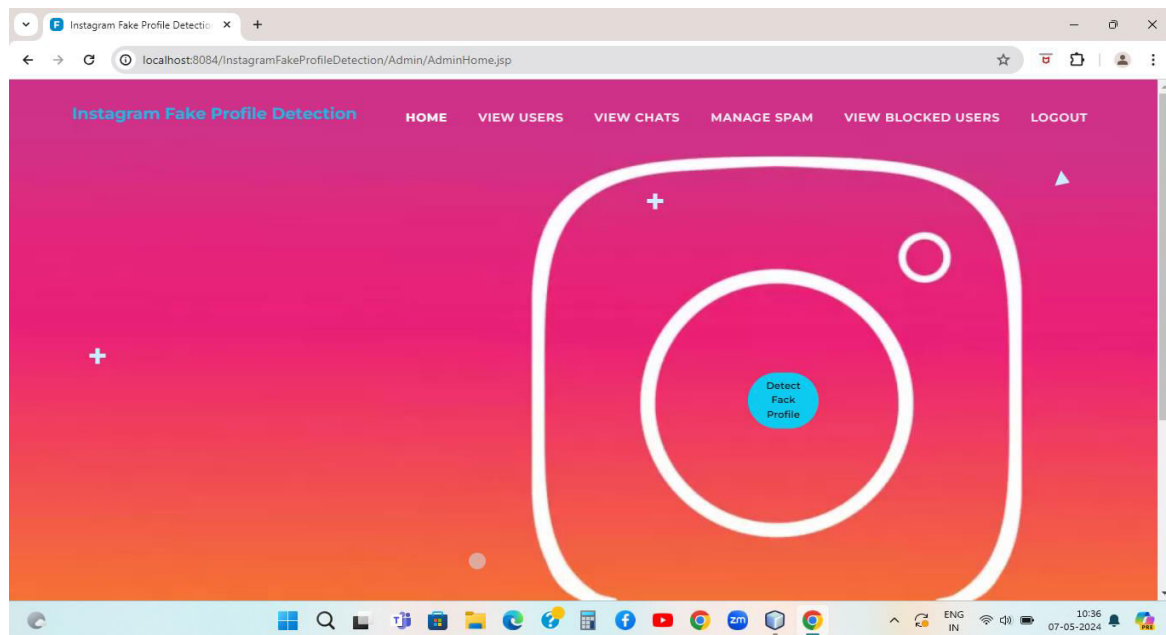


Fig: Admin Login Page

VI. CONCLUSION AND FUTURTE ENHANCEMENT

In this research, we have come up with a new and easy way to detect fake accounts on Instagram application. We made use of several java methods, out of which to be the best. Hence, by using this the need for manual work for prediction of a fake account has been completely eliminated. This saved a lot of time and manual efforts. Existing systems used for fake account prediction does not gives results up to the mark. The parameters used by these systems are less and have now become outdated. To increase accuracy and decrease false positives, it could use more sophisticated methods, such as tools to analyze the text in social media posts and comments might be another way to enhance things. This could provide us more information about user behavior and intents. A spam detection system's efficacy and flexibility may also be enhanced by incorporating user feedback and input. Ultimately, online chat System additional investigation and advancement in this area may result in more accurate and efficient ways to spot and eliminate spam and phone users from social networking sites .

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