Contribution ID: **7**   Type: **Paper presentation**

Investigating User Characteristics and Behaviors on Social Media as Prequel for Fake News Detection

Friday 22 September 2023 09:20 (20 minutes)

The rapid proliferation of social media platforms has led to a remarkable increase of fake news dissemination, creating a significant challenge for the integrity of online information. To analyze this issue, this study aims to investigate the relationship between user characteristics and behaviors on social media platforms as a prequel for the development of effective fake news detection strategies. For that purpose, we examined open access datasets available for Romanian internet users and selected several internet usage activities which we analyzed in relation to key demographic characteristics that lead to establishing user profiles prone to manipulations. By understanding the underlying factors that contribute to the spread of fake news, we can design targeted interventions to mitigate its impact and promote a more informed and responsible online environment.

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Session Classification: Session D