ISSN: 2321-2152

IJMECE

International Journal of modern electronics and communication engineering

E-Mail
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editor@ijmece.com

www.ijmece.com

IJMECE
International Journal of modern electronics and communication engineering
ISSN 2321-2152
www.ijmece.com
Vol 13, Issue 2, 2025

AI-Driven Fake News Detection System: A Hybrid Model for Misinformation Detection

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Abstract- ***The increasing spread of fake news poses a significant threat to society, requiring advanced detection mechanisms to ensure information integrity. This paper presents an intelligent fake news detection framework that integrates various machine learning (ML) models to analyze text, verify image authenticity, and detect deepfake manipulations. The system is designed to evaluate news articles dynamically using text-based classification, source credibility analysis, reverse image search, and deepfake detection techniques to ensure reliability. By leveraging Google Reverse Image Search API for image verification and pre-trained deepfake detection models, the framework enhances its ability to identify misinformation effectively. Additionally, it enables real-time assessment of news sources, cross-referencing them against trusted databases to improve accuracy. The proposed system optimizes the verification process by combining text, image, and metadata analysis, offering a robust, multi-layered defense against digital misinformation. This work highlights the potential of AI-driven fake news detection to combat disinformation, reinforcing media literacy, public awareness, and information reliability in the digital age.***

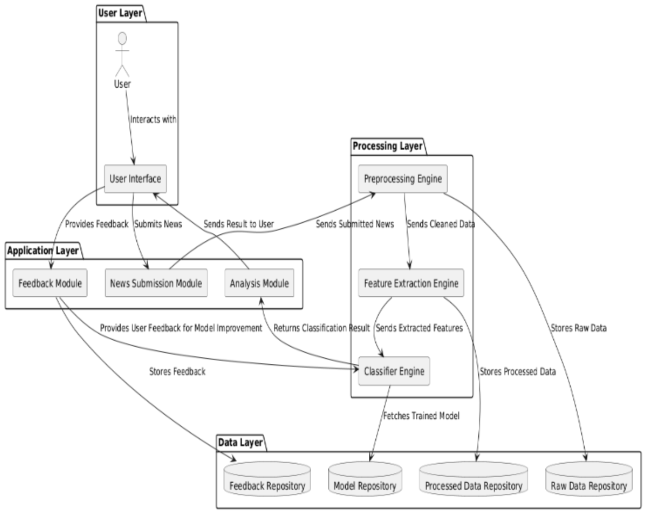
Index Terms -- ***Fake News Detection, Machine Learning, Reverse Image Search, Misinformation, AI-Driven Verification.***

I. Introduction

In recent years, the rise of social media, digital news platforms, and user-generated content has accelerated the spread of misinformation and fake news. This phenomenon poses serious threats to public opinion, democratic processes, and social stability. The challenge lies in the difficulty of distinguishing genuine news from fabricated or manipulated information, which often appears credible. Traditional manual fact-checking methods are insufficient to handle the sheer volume and speed of information dissemination. To address this issue, Artificial Intelligence (AI) and Machine Learning (ML) technologies have emerged as powerful tools for automating the detection of fake news.

Fig 1: Architecture

ISSN 2321-2152
www.ijmece.com
Vol 13, Issue 2, 2025



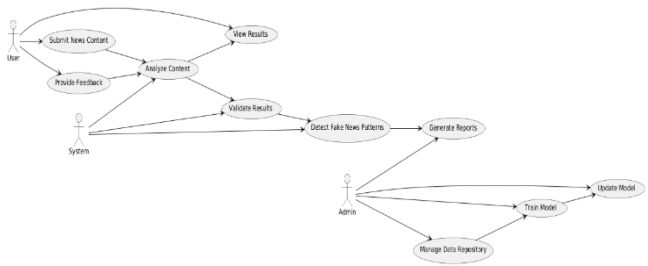
This paper proposes an **AI-Driven Fake News Detection System** that leverages a hybrid model combining machine learning algorithms and deep learning techniques. Unlike conventional models that rely solely on shallow textual features, the hybrid model captures both lexical and contextual information to enhance classification accuracy. By integrating algorithms like Support Vector Machines (SVM), Random Forests, and deep learning architectures such as Bidirectional Encoder Representations from Transformers (BERT), the system improves its ability to analyze complex linguistic patterns, semantic meaning, and syntactic structures in text. This multi-layered approach aims to provide more precise and scalable fake news detection.

II. Related Work

The detection of fake news has been a significant area of research in recent years, driven by the increasing threat posed by misinformation across digital platforms. Numerous studies have explored various approaches for identifying and classifying fake news, ranging from traditional machine learning methods to more advanced deep learning and hybrid models. Early efforts in fake news detection relied on basic machine learning algorithms such as Naïve Bayes, Support Vector Machines (SVM), and Logistic Regression, which primarily focused on lexical, syntactic, and sentiment-based features. These models demonstrated moderate effectiveness but often struggled with capturing deeper semantic meaning and contextual nuances in text.

More recent studies have shifted towards leveraging deep learning architectures like Convolutional Neural Networks (CNNs) and Recurrent Neural Networks (RNNs) for fake news detection. Researchers have highlighted the effectiveness of these models due to their ability to process sequential data and extract high-level features from text. Additionally, transformer-based models, such as **BERT** (Bidirectional Encoder Representations from Transformers), have gained popularity due to their superior performance in capturing contextual relationships and semantic embeddings. Studies using BERT and its variations have shown improvements in accuracy and robustness in detecting fake news, particularly when handling large, diverse datasets.

Fig 2:Use Case Diagram



Another important aspect of fake news detection research has been the integration of multi-modal and hybrid approaches. Several researchers have combined textual features with metadata (such as user behavior, source credibility, and engagement metrics) to enhance the detection process. Hybrid models that combine traditional machine learning techniques with deep learning have also been proposed to improve classification accuracy and reduce false positives. Moreover, recent studies emphasize the importance of incorporating fact-checking tools, knowledge graphs, and social network analysis to assess news authenticity. These approaches collectively aim to address the dynamic and evolving nature of fake news content, making them more adaptable to real-world misinformation challenges.The proposed system also includes a comprehensive text pre-processing pipeline that cleans and normalizes the input data by removing stopwords, punctuation, and irrelevant information. After preprocessing, the system applies feature extraction techniques like Term Frequency-Inverse Document Frequency (TF-IDF) and word embeddings to represent the text in numerical form, making it suitable for machine learning models. By

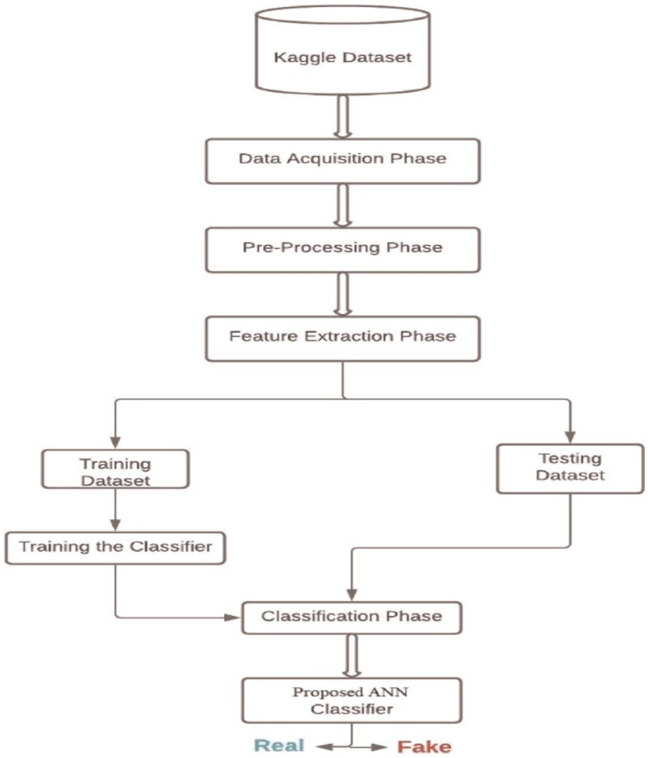
ISSN 2321-2152
www.ijmece.com
Vol 13, Issue 2, 2025

utilizing publicly available datasets, the system is trained, tested, and evaluated to ensure high performance in terms of precision, recall, and F1-score. This research aims to contribute to ongoing efforts to mitigate the spread of misinformation and improve the reliability of digital content in today's information-driven society.

III. Methodology

The methodology for AI-Driven Fake News Detection System follows a hybrid methodology that combines traditional machine learning techniques with advanced deep learning models to achieve robust and efficient fake news detection. The methodology is structured into several key stages, including data collection, preprocessing, feature extraction, model training, and evaluation. Each stage plays a critical role in enhancing the accuracy and reliability of the system, ultimately making it adaptable to the dynamic and evolving nature of misinformation.The first stage is data collection and dataset selection, where the system gathers labeled datasets of news articles from publicly available sources such as LIAR, FakeNewsNet, and Kaggle. These datasets provide diverse samples, including headlines, full-text articles, and additional metadata like publishing dates, authors, and social media engagement. This diversity helps the system handle different domains of misinformation, such as politics, health, and finance. The dataset is curated to ensure a balanced representation of fake and real news and to reduce biases that could affect the training process.

Fig 3: Methodology



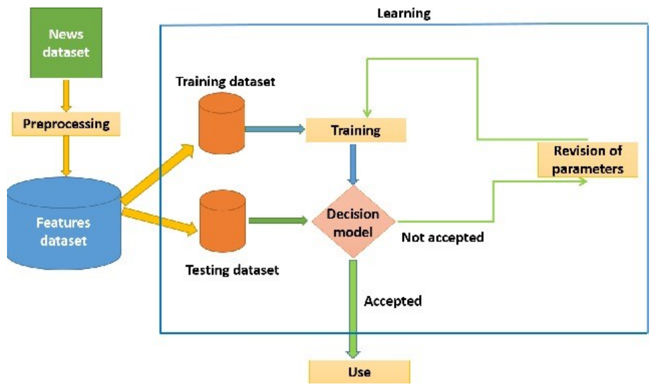
For capturing semantic and contextual relationships, advanced methods like Word2Vec, GloVe, or transformer-based embeddings such as BERT are utilized. These feature extraction methods allow the system to better understand and classify text.

The trained models are evaluated on a separate test set to measure their effectiveness. Metrics such as accuracy, precision, recall, and F1-score are used to assess the model's ability to detect fake news. Cross-validation techniques are employed to ensure that the model generalizes well to unseen data. To improve the system's transparency, explainable AI techniques like LIME (Local Interpretable Model-Agnostic Explanations) or SHAP (SHapley Additive Explanations) are incorporated. These methods help provide insights into why the model classifies certain news articles as fake or real, building trust in its predictions. Once the best-performing model is identified, it is deployed in real-time as a web application or API, capable of analyzing news articles and providing immediate feedback to users. The system is continuously updated with new data to adapt to evolving misinformation patterns, ensuring it remains effective in combating fake news.

IV. Implementation Details

The implementation of the AI-Driven Fake News Detection System involves the integration of various components, including data preprocessing, feature extraction, machine learning and deep learning models, and web deployment. The system is designed to automate the process of fake news detection by analyzing textual content and making accurate predictions. The implementation process is structured into multiple steps, from dataset preparation to real-time prediction deployment.The first step in the implementation involves data collection and preprocessing. A diverse and labeled dataset containing fake and real news articles is imported from sources such as LIAR or FakeNewsNet. The raw text data is then subjected to preprocessing using Python-based libraries like **NLTK** and **spaCy**. This includes tokenization, stopword removal, stemming, lemmatization, and the removal of special characters, punctuation, and numbers. Preprocessing plays a crucial role in reducing noise and improving the quality of input data for better model performance. After preprocessing, the dataset is split into training, validation, and testing sets to ensure proper evaluation of the model's accuracy and generalizability.Next, **feature extraction** techniques are applied to convert the textual data into numerical vectors suitable for machine learning algorithms. Techniques like Term Frequency-Inverse Document Frequency (TF-IDF) and word embeddings (Word2Vec, GloVe) are implemented to capture lexical and semantic information from the text. Additionally, BERT embeddings are used to capture deeper contextual relationships in sentences. The extracted features are then fed into various machine learning classifiers, including Support Vector Machines (SVM), Random Forest, and Logistic Regression. These models are trained on the training dataset, while deep learning architectures like **LSTM** (Long Short-Term Memory) and **BERT** are also fine-tuned on the text data to enhance detection accuracy.To improve the system's robustness, an **ensemble learning approach** is implemented by combining the outputs from both machine learning and deep learning models. This hybrid ensemble approach uses techniques like majority voting or stacking to aggregate the predictions and reduce the likelihood of false positives and false negatives. The model's performance is evaluated using metrics such as accuracy, precision, recall, F1-score, and area under the ROC curve (AUC-ROC) to measure its effectiveness in distinguishing fake news from real news. Cross-validation is applied during training to ensure that the model generalizes well to unseen data.

Fig 4: Implementation

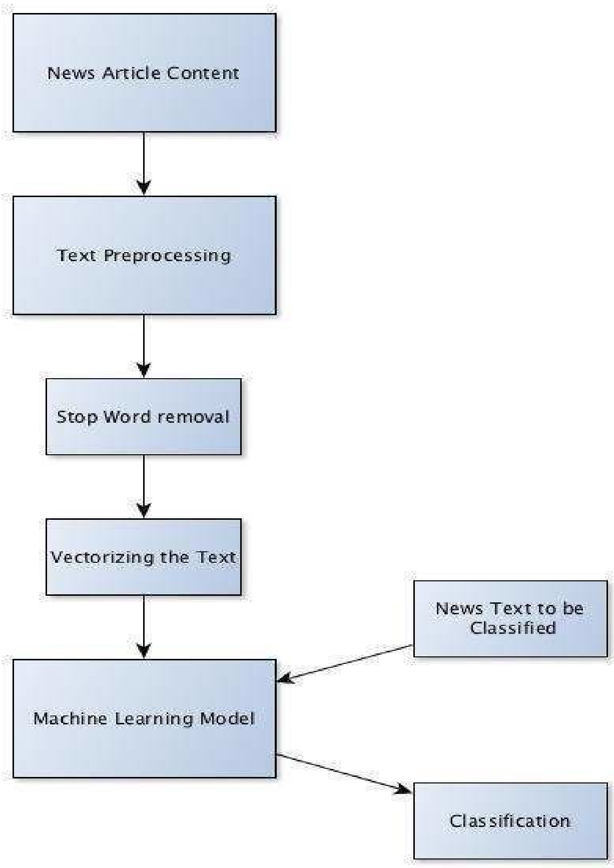


V. PROPOSED SYSTEM

The proposed system aims to develop an **AI-Driven Fake News Detection System** that leverages a hybrid model combining traditional machine learning and advanced deep learning techniques for effective and scalable detection of misinformation. With the rapid dissemination of fake news through digital platforms, the system is designed to address the limitations of existing detection methods by incorporating both textual and contextual analysis. By integrating multi-level feature extraction, hybrid learning, and continuous model retraining, the proposed system aims to enhance accuracy, minimize false positives, and adapt to the evolving nature of fake news. The core objective of the proposed system is to automate the detection process by analyzing news articles, headlines, and social media content. To achieve this, the system utilizes advanced Natural Language Processing (NLP) techniques to extract meaningful features from the text. These features include lexical patterns, semantic relationships, sentiment, and metadata such as author information and publication sources. Unlike traditional methods that rely solely on shallow features like word frequency, the proposed system incorporates contextual embeddings (e.g., BERT) to capture deeper linguistic nuances, thereby improving classification performance.

A key innovation in the proposed system is the **hybrid model architecture**, which combines the strengths of both machine learning and deep learning algorithms. Machine learning classifiers, such as Support Vector Machines (SVM), Random Forest, and Logistic Regression, are used for basic lexical and statistical feature analysis. Simultaneously, deep learning models like Long Short-Term Memory (LSTM) networks and BERT are implemented to process complex sequential data and extract higher-level features from text. The predictions from these models are aggregated using ensemble techniques (e.g., majority voting) to boost overall accuracy and reduce the likelihood of misclassification. features from text. The predictions from these models are aggregated using ensemble techniques (e.g., majority voting) to boost overall accuracy and reduce the likelihood of misclassification.

Fig 5: Proposed System



VI. Literature Survey

The detection of fake news has become a crucial area of research due to the increasing spread of misinformation across online platforms. Numerous studies have proposed different approaches to tackle this issue, ranging from traditional machine learning algorithms to more advanced deep learning and hybrid models. Early research primarily relied on traditional machine learning techniques, which classified news articles as fake or real based on surface-level text features such as word frequency and sentiment. Algorithms like Naïve Bayes, Logistic Regression, Support Vector Machines (SVM), and Random Forests were widely used in these studies. To extract features, techniques such as TF-IDF (Term Frequency-Inverse Document Frequency) and bag-of-words were applied. However, these models had limitations when dealing with the deeper semantic meaning of text, making them less effective for complex and evolving fake news content.

To address the limitations of traditional machine learning, researchers shifted their focus toward deep learning-based methods, which have shown remarkable success in natural language processing (NLP) tasks. Deep learning architectures, including Convolutional Neural Networks (CNNs), Recurrent Neural Networks (RNNs), and Long Short-Term Memory (LSTM) networks, were introduced to improve fake news detection. These models are capable of analyzing sequential data and capturing contextual relationships, making them more effective than earlier approaches. For example, studies that used LSTM networks were able to detect fake news by learning time-based patterns and the semantic structure of text. More recently, transformer-based models, such as BERT (Bidirectional Encoder Representations from Transformers), have revolutionized the field by enabling bidirectional contextual analysis. Fine-tuning BERT on fake news datasets has significantly improved the system's ability to detect nuanced and contextually complex misinformation, outperforming earlier models.

VII. Conclusion and Future Work

The proliferation of fake news in the digital age has posed significant challenges to information authenticity, influencing public opinion, political decisions, and social behavior. To combat this issue, the **AI-Driven Fake News Detection System** leverages advanced Natural Language Processing (NLP), machine learning, and deep learning techniques to enhance the accuracy and efficiency of misinformation detection. By combining traditional machine learning models, deep learning architectures like LSTM and BERT, and ensemble-based hybrid approaches, the proposed system addresses the limitations of existing methods and improves detection capabilities. The literature survey and implementation methodology highlight the importance of feature extraction, contextual understanding, and model adaptability in creating a scalable and robust fake news detection framework. This system aims not only to classify fake and real news with high precision but also to offer real-time usability through web-based deployment. Despite the system's promising performance, certain challenges remain. Fake news detection is inherently complex due to the dynamic nature of misinformation, adversarial attacks, and the linguistic diversity present in online content. Furthermore, the system’s accuracy can be affected by biased or insufficient training data, highlighting the importance of dataset diversity and continuous retraining. Addressing ethical concerns, such as minimizing false positives, avoiding censorship, and maintaining transparency in automated decision-making, is also crucial in ensuring responsible AI usage.

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