Network Centralization Analysis Approach in the Spread of Hoax News on Social Media

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Abstract:
The development of information technology in Indonesia seems to improve from year to year. It has an essential role in disseminating information to the community, including through a social media network is commonly known as Twitter. Some people use Twitter to spread news or information, but some others abuse it to spread fake news or irresponsible information (hoaxes). This study aims to see the patterns of interaction and the actors who play an essential role in the spread of hoax news on Twitter. The crawling of Twitter data uses Python 2.7, and the datasheet is then processed using the Social Network Analysis approach. It is later visualized using Gephi 0.9.2. Determination of the actors who play an essential role in the spread of hoax news is calculated based on centrality consisting of degree centrality, betweenness centrality, and closeness centrality. From several samples that have been tested using social network analysis methods and centrality calculations, have succeeded in identifying influential actors in hoax news dissemination on Twitter.

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Contents

I. INTRODUCTION

The development of information technology in Indonesia shows improvement from year to year. It has an essential role in disseminating information to the community, including through a social media network.

Social media serve as a channel that helps people to easily participate, share and create content, including in blogs, social networks, and forums in the virtual world. Based on "We Are Social" data from January 2017, social media users in Indonesia make up to 40.46% of the total population with 49% active Youtube users, 48% Facebook users and 38% Twitter users. Indonesia ranks high on the list of countries with most social media use, such as Twitter. It is a microblogging site ranking fifth in the world with 29 million users [1]. The activities of Twitter users in Indonesia contribute to this number.

Authors

Figures

References

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