



Issued 4/19/18

Researchers Develop Algorithm to Detect Fake Users on Social Networks

According to their new study in Social Network Analysis and Mining, the new method is based on the assumption that fake accounts tend to establish improbable links to other users in the networks. “With recent disturbing news about failures to safeguard user privacy, and targeted use of social media by Russia to influence elections, rooting out fake users has never been of greater importance,” explains Dima Kagan, lead researcher and a researcher in the BGU Department of Software and Information Systems Engineering. “We tested our algorithm on simulated and real-world data sets on 10 different social networks and it performed well on both.” The algorithm consists of two main iterations based on machine-learning algorithms. The first constructs a link prediction classifier that can estimate, with high accuracy, the probability of a link existing between two users.