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Artificial intelligence and fake news: study of the mechanisms and applications

الذكاء الاصطناعي في مواجهة الاخبار الكاذبة -دراسة في الآليات والتطبيقات-

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Abstract:

This paper aims at studying the role of artificial intelligence AI in facing the fake news by analyzing the practical techniques and applications that help check the validity and detect the fake content. In this context, the study tackles the algorithms and tools used in natural language processing, machine learning, and data analysis, shedding light on their capacities to recognize the linguistic and semantic patterns of the misleading information. Findings show that despite its advantages, AI cannot substitute the human and institutional efforts; rather, it is part of a whole system that requires an organizational and ethical frame to foster the reliability of information.

Keywords: AI; fake news; NLP; information examination; ML.

الملخص:

يهدف هذا البحث الى دراسة دور الذكاء الاصطناعي في مواجهة ظاهرة الاخبار الكاذبة ، من خلال تحليل الاليات التقنية و التطبيقات العملية التي تسهم في رصد المحتوى الزائف و التحقق من صحته ، وقد تناولت هذه الدراسة عددا من الادوات و الخوارزميات المعتمدة في مجالات معالجة اللغة الطبيعية ، التعلم الالي و تحليل البيانات ، مسلطة الضوء على كفاءتها في التعرف على الانماط اللغوية و الدلالية المرتبطة بالمعلومات المضللة ، كما استعرضت ابرز النماذج و التطبيقات المعاصرة المستخدمة في هذا السياق ، و قد توصلت الدراسة الى ان الذكاء الاصطناعي رغم ما يتيح من امكانيات و اعدة لا يمكن اعتباره بديلا كاملا من الجهود البشرية و المؤسسية ، بل يمثل جزء من منظومة متكاملة تتطلب اطارا تنظيميا و اخلاقيا داعما لتعزيز موثوقية المعلومة المقدمة.

الكلمات المفتاحية : الذكاء الاصطناعي ، الاخبار الكاذبة، معالجة اللغة الطبيعية ، التحقق من المعلومات ، التعلم الالي

1. INTRODUCTION

The late rapid international developments and changes in knowledge and technology strongly influence the political, social, economic, and financial systems, and the industries and production means. In this regard, the artificial intelligence AI is one of the outcomes of such developments. It has various uses in industry, economy, health, culture, information, education, and other fields. In this regard, scholars predict that AI will be indispensable for the performance of tasks and delivery of services, mainly that scholars are daily working to develop it to make it more accessible and usable. Despite its development, AI remains under the human control and its thinking findings differ than the human.

However, we find different problematic on the advantages and features of AI in dealing with some technological issues and on its use by people. From the media perspective, the process of news production using AI differs than the traditional methods because media are witnessing big transformations in creating and sharing content with the audience. The integration of AI in the media industry allowed treating big data, producing and analyzing different journalistic patterns, and identifying the news sources. Besides, it helps detect the fake news that raises challenges in information and communication.

Based on what was said, this paper aims at covering AI from different intellectual sides to find out more about its use in facing the fake news and broadcasting on different media outlets. In this context, we raise the following problematic, **“what are the main AI applications that can be used for detecting fake news?”** To answer this question, we must answer some sub-questions, as follows:

- What is meant by AI and fake news?
- How do AI applications face fake news?
- What is the role of AI applications in detecting fake news?

2. Aims of the study:

This paper sheds light on the main concepts, features, and elements of AI and fake news, and at identifying the main relevant AI tools, applications, and techniques used in detecting fake news to find out more about their capacities compared to the traditional methods. Besides, the paper focuses on the challenges that face the process of news production in the light of AI and spread of fake news by identifying the advantages and drawbacks of AI in the news industry.

3. Importance of the study:

The importance of the study lies within its scientific and practical values, as AI is one of the most studied fields lately thanks to the massive developments that affected all the life fields, including information and communication. Thus, this study investigates the use of AI in detecting and fighting the fake news that raise challenges to the news producers and distort the quality and reliability of produced news, because the traditional methods take much time and efforts.

4. The basics of AI:

4.1 AI:

The big transformations and developed scientific researches changed many concepts in different fields. After the expression “artificial intelligence” had been linked to the human, it, today, refers to the advance and development in computer science that allowed setting very sophisticated models and applications that mimic the human development. In this context, AI has many definitions, as follows:

- It is a system that designs and uses algorithms to analyze and learn from data interpretation. It coordinates many techniques to learn and detect shapes, logic, and probability theories. It investigates how to develop computers technology to manage to perform human-like behaviors, learn, do physical tasks, mimic the human experience, and take decisions (S. F. Elleter, 2018).
- It is a branch of computer science that focuses on developing computer

programs to perform tasks that require human intelligence (Saleh, 2019).

- It is the ability to predict and adjust using algorithms to detect the patterns, take decisions, and continuously learn based on analytical models. In the future, it is expected to review how data and information are processed and how decisions are taken (Eric, 2024).

Thus, AI mimics the human intelligence using algorithms to understand the human goals and the methods to achieve the goals. It establishes a relation between the goals, data procession, and data acquisition to better understand the goals. Based on this, there are 04 styles for AI:

1. **Behaving in a human way:** when the computer thinks like humans, it is difficult to distinguish between the two. The computer uses natural language processing NLP, automatic thinking, machine learning ML, and Turnich test.
2. **Thinking in a human way:** the computer thinks like humans and performs tasks that require the human intelligence like driving a car thanks to the cognitive modeling using deduction, psychological tests, and brain imagery.
3. **Thinking logically:** it is the study of how the human thinks using some criteria that help build a manual for the human behavior. The computer thinks logically according to the recorded behavior and logically solves problems. In other words, it solves the problems using the logical thinking.
4. **Behaving logically:** it is the study of how humans think when facing uncertainty and complexity, and fully relies on the logical agents. In the logical thinking, acts rely on conditions, environmental factors, and current data to increase the expected value (Bit, 2023).

4.2 The difference between automation, AI, and learning system:

- Automation reduces the need for the human work and capacity improvement while AI aims at mimicking the human intelligence in machines.

- In the beginning, automation aimed at reducing the costs of the work; however, now, it aims at improving decisions, as well.
- AI witnessed many relapses; however, it is, today, a basic item for many future developments (Parr).
- ML is a branch of AI and refers to empowering machines to learn how to take decisions alone without need for programming by humans. It can learn from the previous procedures, store data, and update its work in any future task thanks to programs that generate ideas from data to be used in decision making, voice recognition, and future forecasts. ML is part of many fields, including banks, e-marketing, social media, etc (MARR, 2018).

4.3 History of AI:

In the mid-20th century, scholars discovered new methods to design smart devices, relying on new discoveries in neurology and the developments of automatic control. Thus, scholars developed devices that can mimic the human calculation thinking (Artificial intelligence, 2021). The first attempt to build a smart machine that can mimic the human mind was by Frank Rozenbelt in 1957, when he set a simplified model of the neural net that highly resembled the neural cells of the human brain. In the same context, in 1998, Pr. Kevin Warwick, automatic control professor at the University of Reading in Britain, studied the interaction between computers and the human neural system by planting an electronic chip in the arm and wirelessly connecting it to the computer to send signals from the brain to the computer, which are turned into a movement (Majdi, 2020).

Despite the big dangers faced by AI, which threatened its survival, mainly the publication in USA in 1973 that criticized its advantages, the Japanese government had another view, as it gave it another chance to survive in 1982 by funding a huge project known as the 05th generation computers. Its goals were not achieved and funding

stopped, turning down AI another time (al Bab, n.d.). In the 1970s, the researches on AI went on and coincided with the emergence of the exact sciences. Due to the high number of theories, this field was divided into different disciplines that focus on different points. Thus, AI gained a solid ground. Then in the 1980s, AI reappeared to surface thanks to the success of the expert systems that were designed to mimic the experience of human experts. Knowledge engineers were making interviews with experts and noticing them to transfer their knowledge into codes that can be used by AI (Ikram, 2021).

We can say that the real interest in AI has started in the last two decades thanks to the technological development in data procession. The following lines provide a brief general background on its development:

The beginnings 1950-1970: AI aimed at mimicking the human abilities, such as playing and solving mathematical problems. It was expected to make big achievements in a brief time. However, the expectations were not achieved.

The 1st winter phase 1970-1980: Thanks to the advance in computers, AI reappeared, mainly with the success of the neural nets-based model, ML, and Deep Learning.

Starting from 2010: AI has hugely developed and is used in many life and industrial fields, from healthcare to automatic driving and translation. In the same regard, interest in the ethical issues and potential risks increased. AI rapidly moved from a dream into a reality and started new developed phases. Different projects were launched to improve the human life, such as Open AI , DeepMind Health, BERT Google, Neuralink, and Facebook AI Research FAIR, (Attoui, 2023).

4.4 The fields and applications of AI:

1. Cognitive simulation using computers to test the hypotheses on how the human brain works and on the tasks he does, such as recognizing familiar faces, voices, handwriting, and images,

deducing information, and using memory.

2. Analysis of economic data, such as the stock market and the stock exchange.
3. Natural, written, and oral language rules learning, replying to questions with premade answers, and immediate translation.
4. Expert systems can perform tasks as human experts, and help take exact decisions based on logical processes. This is the most important point for AI scholars in the present and the future (Information, 2021).
5. Smart machines reduce many risks and psychological pressures, and make the human focus on more important or human things, through the use of these machines in the hard and risky tasks, such as the discovery of unknown places and rescue services in natural catastrophes(al Nour, 2005).

4.5 The features of AI:

- AI-powered machines can understand and analyze the inputs to provide outputs that satisfy the needs of the user. They allow continuous learning because learning is automatic without control and supervision.
- The application of AI on machines and devices empowers them to plan and analyze problems using logic.
- AI can notice the similar patterns in data and analyze them better than the human brain (Artificial Intelligence, 2025).
- It can think, understand, acquire, and apply knowledge in learning thanks to the previous experiences.
- It uses experience and mistakes to discover different things, rapidly respond to the new situations, and deal with difficult and vague situations in the absence of information (al Najjar, 2013).

4.6 The types of AI:

Currently, people are obsessed with AI, mainly after the development of robots in October 2017. Therefore, we shall discuss

these types and how they developed with time:

- **The interactive diversity:** It is an interaction machine that reacts based on experiences. It does not store any previous experiences. Therefore, it can be good in games, as it can recognize the suitable movement of the game (al Selmi, 1999).
- **The limited memory:** AI with a limited memory allows machines to use the previous information in taking decision, even if temporarily. This type is necessary for the tasks that need an immediate response and are related to a context, such as the auto-driving of vehicles and the chatbots. Besides, it uses the historical data for taking future decisions, and stores them for a brief time unlike the interactive machines that rely on the current inputs only, store the modern information, and use it to improve the performance (Muns, 2023).
- **The brain theory:** the theory of brain in AI points to the human ability to deduce the mental states of the others, which is a basic condition for integrating AI in the human society. In this regard, machines are equipped with similar abilities to understand the human mind. The theory is the 03rd level of AI, and is about understanding the needs of the other smart entities. It aims at gaining power to understand and remember the needs of the other entities, and to adjust its behavior based on them. This ability resembles what the human brain does in the human interaction (Arya, 2024).
- **The self-cognition:** It is the next phase in the development of the brain theory, as the machines can understand the human feelings and have emotions, beliefs, and needs. This type is just hypothetical in the present (Bekkah, 2025).

5. The fake news: concept, features, and components

5.1 Fake news:

The issue of fake news raises questions about the nature of the real news. Some see

the fake news as narrating a new important event that highly affects people, while others see it is a dramatic narration of a new or odd thing. The fake news neither means a false thing or lies in total nor refers to the journalistic news reported by the journalist indeliberately. Rather, it is the news, which is deliberately changed radically for specific purposes. It aims at deception and ignoring the reality because the media outlets are the 1st party in charge of reporting news and providing people with reliable information about any event (Sdson.C.Tandoc Jr, 2017). In addition, it is the unreal, unreliable, and unprofessional news that does not aim at raising awareness or at information; rather, it aims at interaction with stories that trigger attention and can be easily shared online (Joshuo, 2016).

Thomas Riffidler, the Dean of the Faculty of Information at the University of Washington, sees that the fake news is false information that misleads the audience and makes people believe it is produced by professional journalists who respect the reality (Lanius, 2018). The following lines show some terms relevant to fake news:

- **The rumor:** we cannot say there is big difference between the fake news and rumors because the rumor is false news rapidly spread in society and shared among people who think it is true. This news is generally exciting and attractive; however, it lacks the reliable source. Rumors aim at influencing spirits and raising uncertainty. They may be military, political, economic, or social rumors (al Thoun, 2019).
- **Propaganda:** it is about the campaigns that spread information to manipulate the audience and push them towards adopting specific positions or reactions. In addition, it is the deliberate attempt to convince people using all the available tools to think in the way the source wants. Its types differ according to the available technology (Khachba, 2000).

- **Misleading:** The misleading information is a set of communication techniques that aim at misleading people or the public opinion to serve private interests and influence the public opinion. It is deliberately falsified information.

5.2 The risks of fake news:

Usually people take important decisions, such as voting or choosing a given doctor, based on the news. Therefore, the fake news has high importance and its risks manifest in the following:

- When people cannot distinguish the fake news from the real, they feel confused and misunderstand the important sociopolitical issues. Besides, when they feel they should not believe everything they read, the trust in the sources of correct news is undermined.
- The fake news may lead to a social struggle. When every party has its own facts, we find more attraction in societies, such as in elections.
- Fake news about the medical treatments and complicated diseases, such as cancer or Covid-19, leads to taking wrong decisions.
- Universities and faculties expect students to use high-quality sources of information in their assignments. Thus, students may use fake information and news and get bad grades (Nassima, 2023).

5.3 The fake news in the digital world:

The speech about the fake news has increased since the US elections in 2016 and the discourse of Donald Trump, who pointed that the media outlets broadcast fake news during his electoral campaign to mislead people. Thus, many polls and journalistic articles were made, including the poll of Maredit Information Agency in 2017, which found out the 27 of the target audience consider that social media spread the fake news while 12 mentioned the TV channels.

5.4 The types of fake news:

1. **Audio Deep Fake:** It is the process of stealing the audio identity by manipulating

the original sound waves and adding external effects to get a voice that is highly similar to the target.

2. **The fake images:** It is all the forms of manipulation exercised on the source of the image to produce a different image by integrating it with a target one, such as integrating the different features of the original image with the frame of the target one.

3. **The fake videos:** It is the manipulation of the different features of the video, such as modification of sound or image. In the fake video, the image of a person is combined with a voice of another speaking one to get a fake video without showing the details of the real speaker (Tianxiang Chen, 2020).

5.5 The components of fake news:

The fake news relies on the publisher or the source, the target victim, the content, and the social context:

1. **The publisher/ the source:** The source of fake news on internet may be a human, robot, or automatic programs.
2. **The target victim:** The victims may be social media or other platforms' users, such as students, voters, parents, old adults, etc according to goal of the news.
3. **The content:** The content refers to the news itself. It includes the material content, such as the headline, the text, and the multimedia, and the immaterial content, such as the goal, the feelings, and the topics.
4. **The social context:** It refers to how news is spread online. It includes user analysis, net analysis (how the users interact with the news), and publication pattern analysis (Xichen Zhang, 2020).

6. AI applications used in detecting fake news:

Different tools and materials are used in detecting the Deep Fake, as follows:

DeepFakes: This technique appeared and developed with AI, which focuses on designing and developing algorithms and

techniques that allow computers to learn because programs can predict the results as outputs of analysis processes made by algorithms (Citron, 2019). The appearance of the techniques dates back to the 1990s; however, it clearly appeared in the end of 2010. It highly relies on automatic learning and deep learning to generate images and voices of unreal people and recognize real and fake images. It uses GANS, which is one of the generative neural nets used in deep learning. It uses two algorithms that it competes; the first is the generative algorithms that generate fake images while the second is the recognition algorithms that recognize real and fake images (Langlais-Fontaine, 2009).

Regarding its effect on media, although the worries about inexact news is not new, the emergence of DeepFake and manipulation of videos and images with AI was a game changer because the manipulation outputs became so stronger and more convincing that we can see fabricated videos of officials. Even if people are aware it is fake, they will be suspicious about the real videos, what raises pressure on the media outlets to examine the validity of the video and audio (Seghir, 2023).

FakeCatcher: It can detect the fake videos with a rate of 96%. It is the first system that can immediately detect the DeepFake within fractions of a second. It examines the real evidences of videos and all what makes the person real. In this regard, it focuses on the eye movement and blood signals in the face to be translated into spatio-temporal maps thanks to deep learning (Salibi).

GPTZero: It was founded by Edward Tian in January 2023 to detect the content made with ChatGPT. Then on, it was developed to detect AI content and plagiarism. Besides, it allows the editors to assess the reality of the articles they receive and the validity of the information they get from the sources (Klein, 2004).

Squash: It is an experimental application of the automatic flow of information. It was developed by Tech & Check Cooperative initiative to analyze the discourses of

politicians by turning their speeches into texts and looking them up in the big databases that contain pre-published facts to find out what corresponds to the spoken. When a correspondence is found, a summary of the facts is presented during the political discourses directly through algorithms that help identify the claims that can be checked, in addition to a set of common terms to improve the exactness of correspondence (Rauch, 2019).

FullFact: Since 2016, the British institution has developed tools in English to support the information auditors. Now, the tools are available in Arabic for a set of Arabic information audit platforms thanks to cooperation between the Arab company for information auditors and FullFact. The tools have been designed to reduce the problems that face information auditors who have a long experience and understand the operational advantages of the tools. In this regard, they help control the news and information to know what must be audited daily, facilitate advanced research on claims in social media and media outlets, know when a person repeats something he knows it is wrong, and directly investigate the validity of information.

Besides, it allows analyzing sentences to identify, classify, and name the claims to guide the users towards the important news and check the correspondence of information with what was checked thanks to ML and other techniques. Moreover, it allows the immediate examination by the identification of the topic, trend, values, date, and position of information. Finally, it publishes the results on the website to the audience using Claim Review marks to ensure transparency and validity (al Haq, 2025).

LIME: The study showed the importance of the technique, which is an AI tool that can be interpreted and helps foster transparency by showing how the model takes its decisions to enable the users understand the role of sentences and words in the classification of texts based on reality.

BERT: This model widely analyzes texts and the linguistic context to detect the fake news thanks to the exact comprehension of the language used and the analysis of the credibility of content based on given linguistic patterns generally used in the fake news. The technique analyzes the headline and content and, then, compares the texts to reliable sources. Then, it identifies the dialect and the words generally used in manipulation (Devlin, 2018).

The automatic verification process faces different challenges, as follows:

- The identification of real claims requires understanding the context and using different sources and evidences; this is difficult for the automatic systems.
- The analysis of the complicated claims requires a deep understanding of the context, what raises challenge for the automatic systems.
- Taking decisions about the correspondence of the data to the previous information needs efforts.
- The provision of exact evaluations requires the systems to make exact and reliable analysis based on information.
- The interaction with the reliable sources of information aims to ensure the exactness of verification (al Haq, 2025).

7. Conclusion:

Amid the rapid spread of information on different media, facing the fake news is necessary to protect the societies' awareness and stability. Our findings show that AI with its advanced techniques, such as NLP, Big Data, and ML is an efficient tool to detect fake news in an exact and rapid way that exceeds the traditional human abilities. Despite the ethical and technical challenges, the development of its algorithms to be more transparent and useful for the researchers, media agencies, and communication companies is the only way to foster the reliability of the digital space. In this context, AI is not a magical solution as some believe; rather, it is a complementary system

that requires a societal awareness, stringent laws, and continuous update to cope with the development in fake news

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