

Social Media Fake Account Identification Using Machine Learning

**Mr. Gaurav Vijay Barde, Mr. Bhushan Shirish Chaudhary,
Pooja Jagannath Bir, Mrs. Jayshree Mukesh Khairnar**
Gopinathji Munde Institute of Engineering and Research, Nashik, India
Guru Gobind Singh College of Engineering & Research Centre, Nashik, India

Abstract: *The proliferation of social media platforms has led to an increase in the creation of fake accounts. These accounts are used for various malicious activities, such as spreading false information, phishing, and identity theft. As a result, there is a growing need for effective methods to identify and eliminate fake accounts. This paper proposes a machine learning-based approach for social media fake account identification. The proposed method involves preprocessing the data, feature extraction, and training a classifier using various machine learning algorithms. The performance of the proposed method is evaluated using a publicly available dataset and compared with existing methods. The results demonstrate the effectiveness of the proposed approach in identifying fake accounts with high accuracy and low false positive rates.*

Keywords: Support vector machines (SVM), K-Nearest Neighbors Algorithm (KNN), Random forest, Logistic Regression & Artificial Neural Network (ANN), Python