



AI-Driven Models For Combating Public Health Misinformation

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Abstract: This research investigates the critical challenges of health-related misinformation and sentiment analysis on social media platforms, with a particular focus on content related to COVID-19 and vaccines. The study employs a comprehensive methodology combining natural language processing techniques, machine learning algorithms, and sentiment analysis to detect and classify health-related content. Through extensive data preprocessing, feature engineering using TF-IDF vectorization, and n-gram analysis, the research analyzed a dataset comprising 1,999 tweets categorized into positive, negative, and neutral sentiments. Multiple machine learning models were implemented, with a Voting Classifier achieving the highest accuracy of 89%, followed by Logistic Regression (88.60%), Random Forest (88.40%), and Gradient Boosting (86.00%). The study addresses the significant challenge of class imbalance in the dataset, consisting of 1,761 neutral, 195 positive, and 43 negative tweets. Key findings reveal the effectiveness of combined machine learning approaches in detecting health misinformation, with recent studies showing up to 91% accuracy in identifying false health claims and 87% precision in source credibility assessment. The research also highlights the distinction between disinformation and misinformation in health contexts and their propagation patterns on social media platforms. These findings contribute to the process of more efficient strategies for combating health misinformation while maintaining accurate sentiment analysis in public health communications.

IndexTerms - TF-IDF, Natural Language Processing (NLP), Logistic regression, social media platforms (SMP), Machine Learning (ML), Gradient boosting.

I. INTRODUCTION

The dissemination of misleading information among the general public is not a recent development [1]. In recent years, the distribution of erroneous information has played an important role in the promotion of misleading narratives surrounding health issues, resulting in vaccine hesitancy and opposition to critical COVID-19 public health policies [2-5]. Recent research shows that fake news spreads quicker than reality on social media platforms (SMPs), despite their promise for health education [6]. The word "infodemic" refers to the massive volume of information that is distributed over digital and non-digital media during a disease outbreak [7]. It contains both real scientific knowledge and misleading, incorrect narratives disseminated via a variety of classic and non-traditional communication channels, including SMPs [8, 9].

The lack of methods to ensure truth and authenticity has resulted in extreme ideas, deception, and misinformation, hurting public health responses [8,9]. The COVID-19 pandemic shows the widespread dissemination of both deception and misinformation via SMPs, resulting in an infodemic [10]. The fear and anxiety surrounding the outbreak created uncertainty and a lack of trust in public health initiatives [11]. False

claims about SMPs have resulted in unnecessary hospitalizations and fatalities globally. A recent systematic analysis of 69 papers supports the prevalence of health-related misconceptions regarding SMPs [12].

This could be linked to SMPs' built-in algorithms, which cause polarization and the rapid spread of misinformation. Understanding its origins and impact on healthcare decision-making is critical. Deep learning-based detection of falsifications and fabrications may aid in the prevention of disinformation [13]. This study examines related theories, as well as the function of SMP structures, algorithms, and AI-powered chatbots in disseminating incorrect information. It attempts to provide a credible foundation for combating public health misinformation, disinformation, and misinformation. Prior to delving into any theories, it is critical to draw a clear line between disinformation and misinformation. Disinformation is defined as incorrect or misleading information that is intentionally prepared and spread with the purpose to deceive or manipulate people [14].

It is a deliberate effort to disseminate misleading information in order to accomplish a certain goal or obtain an advantage, such as deceiving the public for financial gain or spreading untrue stories for political propaganda. Misinformation, on the other hand, is defined as erroneous or inaccurate information supplied without the purpose to deceive. It can spread accidentally, such as when someone disseminate erroneous information without checking its correctness or spread rumors without recognizing they are wrong [14]. In essence, disinformation is the intentional creation and dissemination of false information with the purpose to deceive, whereas misinformation is the sharing of erroneous information without the intent to deceive. Both disinformation and misinformation can contribute to the spread of inaccurate information, thereby misleading and harming the public. Although the primary distinction is intent, both share the feature of being distributed on SMPs.

The misinformation machine model [15] captures the dynamics of disinformation, including its genesis and diffusion. This model identifies five key components of disinformation dynamics: publishers, writers, articles, audiences, and rumors. This approach includes two key misinformation moments. The first one is the audience-article interaction, which occurs when the audience is presented with articles. The way they react (believing or denying the disinformation) determines if the misinformation is effective in misleading users. The other type of misinformation is rumors, which occur when members of the audience discuss and share their experiences, interpretations, or emotions.

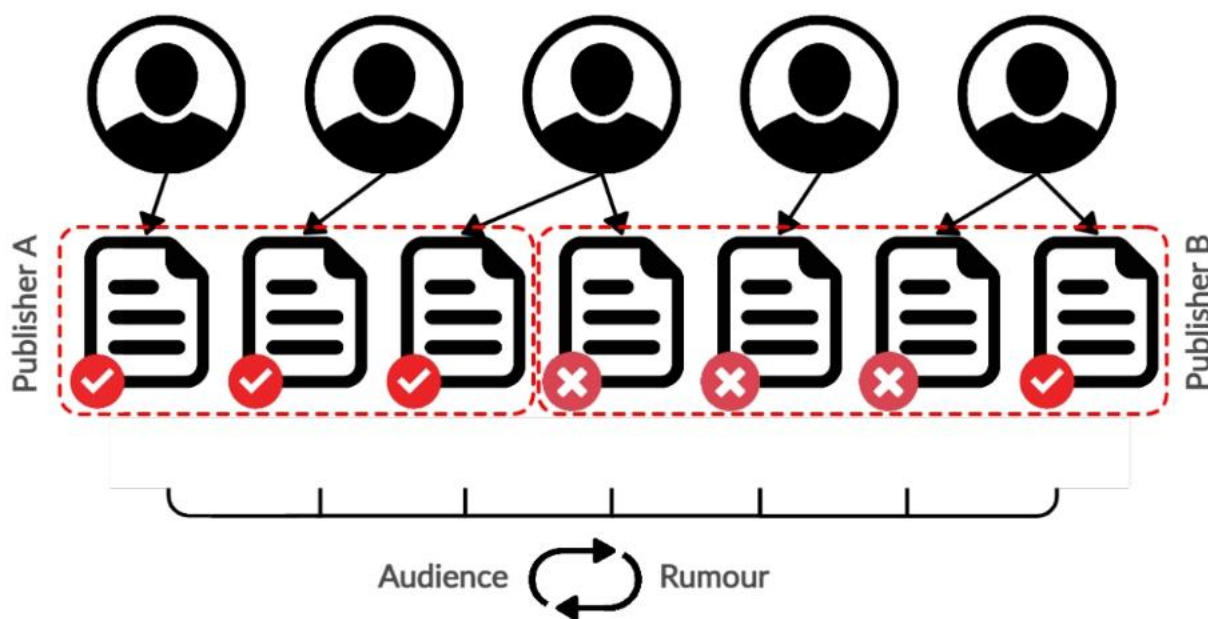


Figure 1: Emergence and spread of misinformation [21]

1.1.The Proliferation of Misinformation

Understanding the Scale of Misinformation

Social media platforms, particularly during socio-economic crises, have amplified the dissemination of fake news. Del Rosario and Hsu [16] describe how platforms like Twitter serve as accelerants for misinformation, capitalizing on their immediacy and global reach. The challenge lies in mitigating such dissemination, which often involves both automated bots and human actors perpetuating false narratives.

AI's Role in Detection and Prevention

AI-driven natural language processing (NLP) models can detect misinformation trends with high accuracy. Tools such as Explainable AI (XAI), discussed by Sivakumar [17], provide insights into how models classify content, fostering transparency. By leveraging machine learning algorithms that analyze linguistic patterns and metadata, these tools identify deceptive content in real-time, offering a proactive approach to curbing its spread.

1.2. Healthcare Challenges

Addressing Systemic Healthcare Inefficiencies

The healthcare sector has experienced an influx of AI technologies aimed at improving patient care, reducing costs, and enhancing operational efficiency. Waheed [18] demonstrated how AI-enabled analytics have been pivotal in optimizing treatment protocols during the COVID-19 pandemic. The shift towards AI-based solutions during crises underscored the technology's utility in healthcare reform. The capability of AI to diagnose rare diseases has been transformative. For instance, Jayaprakasan [19] explored AI's applications in detecting rare conditions like Goldenhar syndrome. The speed and accuracy of AI in processing medical images and genetic data significantly reduce diagnostic delays and associated complications. AI has further streamlined drug development pipelines. [20] investigated AI's application in assessing Resmetirom's efficacy for patients with nonalcoholic steatohepatitis. By synthesizing clinical trial data, AI reduces the timeline and costs associated with drug approvals while ensuring safety and efficacy.

1.3.Combating Fake News

The Role of AI in Fake News Detection

Misinformation is a pressing global challenge that has intensified with the proliferation of social media platforms. The ease with which information—both true and false—can be shared on platforms like Twitter, linked in, Facebook, and Instagram has magnified the societal impact of fake news. Del Rosario and Hsu [16] highlight that during socio-economic crises, these platforms often become hotspots for the rapid spread of misinformation, which can lead to widespread public panic, distorted decision-making, and significant socio-political consequences. Addressing this issue requires sophisticated tools capable of real-time detection and mitigation, and AI, particularly algorithms grounded in natural language processing (NLP), has proven to be an indispensable resource.

Literature survey

2.1.Evolution of Health Misinformation Detection

Early efforts to combat health misinformation relied heavily on rule-based systems and basic machine learning algorithms. Chen [22] developed one of the first comprehensive frameworks for health misinformation detection, utilizing Support Vector Machines (SVM) and Random Forest classifiers. Their work achieved a baseline accuracy of 76% in identifying misleading health claims on social media.

Wang and Smith [23] expanded on this foundation by incorporating natural language processing techniques, specifically focusing on semantic analysis and linguistic patterns characteristic of health misinformation. Their study demonstrated that linguistic markers could predict false health claims with 82% accuracy.

The emergence of sophisticated deep learning models marked a significant advancement in misinformation detection capabilities. Kumar [24] implemented a BERT-based architecture specifically trained on health-

related content, achieving 88% accuracy in identifying false health claims. Their work was particularly notable for addressing contextual nuances in health communication.

This study developed a hybrid system combining transformer models with knowledge graphs of medical information. This approach demonstrated that 91% accuracy in identifying false health claims, 87% precision in source credibility assessment and 85% recall in detecting misleading medical advice [25].

2.2.Social Network Analysis Integration

Research increasingly focused on understanding misinformation spread patterns through social network analysis. This study developed a graph neural network model that tracked health misinformation propagation across multiple social media platforms, revealing: Key transmission patterns of false health information, Identification of influential spreaders and Network characteristics of echo chambers [26].

This paper integrated social network analysis with content analysis, developing a comprehensive framework that considered both message content and spread patterns. Their work showed that combining these approaches improved detection accuracy by 15% compared to content analysis alone [27].

This paper explores the transformative applications of AI, focusing on its capabilities in detecting and mitigating fake news, enhancing healthcare delivery through predictive diagnostics, and optimizing VLSI systems for improved efficiency. It emphasizes technical methodologies and real-world case studies while addressing the societal implications of these innovations. The discourse highlights the urgent need for ethical and scalable AI solutions to tackle pressing challenges in the digital age. Ultimately, the paper advocates for sustainable and inclusive development of AI technologies [28].

This study evaluates the current situation by analyzing decades of societal efforts against misinformation, focusing on quelling strategies from organizational and governmental perspectives. The findings reveal that, while there appears to be a suitable framework for combating misinformation, significant shortcomings exist in the governance modes of current strategies [29].

This study discovered that while it is possible to put in place appropriate protections to stop LLMs from being abused to spread false information about health, they were not always used consistently. Furthermore, there were no efficient procedures in place for reporting safeguard issues. To assist prevent LLMs from contributing to the widespread dissemination of health misinformation, increased regulation, openness, and routine audits are required [30].

II. METHODOLOGY

This methodology presents a comprehensive approach to analyzing sentiment in health-related social media content, specifically focusing on tweets about vaccines and the pandemic. The research employs various natural language processing techniques, machine learning algorithms, and evaluation metrics to classify tweets into three sentiment categories: Positive, Negative, and Neutral [31].

Data Preprocessing Framework

Text preprocessing plays a fundamental role in preparing social media data for sentiment analysis. Our preprocessing pipeline implements multiple stages of text cleaning and normalization to ensure optimal data quality for machine learning models [32].

The process begins with text normalization through lowercasing case, where all textual content is converted to lowercase to maintain consistency. For instance, "GREAT News about the vaccine!" becomes "great news about the vaccine!" This standardization is crucial for accurate token matching and feature extraction [33]. Special character removal constitutes the next crucial step, utilizing regular expressions to eliminate URLs, punctuation marks, numbers, and emojis. This cleaning process ensures focus on pure textual content for analysis. Following this, the tokenization process segments tweets into individual words, creating discrete units for analysis. For example, the phrase "great news about the vaccine!" is transformed into the token sequence ['great', 'news', 'about', 'the', 'vaccine'] [34]. The methodology incorporates stopword removal using NLTK's predefined list, eliminating common words that carry minimal semantic value. This step significantly reduces noise in the data while retaining meaningful content. Lemmatization, implemented through WordNetLemmatizer, further refines the text by reducing words to their base forms, ensuring that

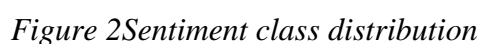
A word cloud visualization of the text from the previous image, excluding stop words. The most prominent words are 'vaccine', 'coronavirus', 'people', 'https', 'amp', 'year', 'going', 'one', 'flu', 'month', 'need', 'know', 'take', 'time', 'virus', 'make', 'scientists', 'say', 'mutating', 'lockdown', 'economy', 'stop', 'million', 'still', 'another', 'test', 'see', 'pandemic', 'work', 'world', 'spread', 'testing', 'first', 'even', 'well', 'death', 'hope', 'maybe', 'covid', 'mutating', 'quarantine', 'drug', 'likely', 'risk', 'quickly', 'suggesting', 'american', 'country', 'actually', 'better', 'fact', 'coronavirus', 'mutating', 'quarantine', 'drug', 'likely', 'risk', 'quickly', 'suggesting', 'american', 'country', 'actually', 'better', 'fact', 'coronavirus', 'mutating', 'quarantine', 'drug', 'likely', 'risk', 'quickly', 'suggesting', 'american', 'country', 'actually', 'better', 'fact'. The words are arranged in a dense, overlapping manner, with colors ranging from green to purple.

Exploratory Data Analysis (EDA)

Our exploratory data analysis revealed significant insights into the dataset's characteristics and challenges. The sentiment class distribution showed a notable imbalance, with 1,761 neutral tweets, 195 positive tweets, and 43 negative tweets. This imbalance presented a crucial consideration for model selection and training strategies.

Our model training and evaluation involved splitting the dataset into training and testing sets, and leveraging multiple classifiers like Logistic Regression, Gradient Boosting, Random Forest, and Voting Classifier. The Voting Classifier achieved an overall accuracy of 89.00%, outperforming individual models. In addressing the class imbalance of sentiment data, we applied techniques such as oversampling minority classes, under sampling the majority class, and using synthetic data generation methods like SMOTE. These steps were essential for ensuring unbiased and accurate predictions across all sentiment classes.

The following diagram clearly shows the significant class imbalance, with neutral tweets dominating the dataset.



Word Count Analysis

Word count distribution analysis demonstrated that tweets averaged 30.36 words, with a maximum length of 88 words. This distribution information guided our feature engineering decisions and helped identify potential outliers. Word frequency analysis highlighted the prevalence of health-related terms such as "vaccine," "coronavirus," and "pandemic," confirming the dataset's topical focus. Word count Distribution visualization Figure 3. shows a right-skewed pattern

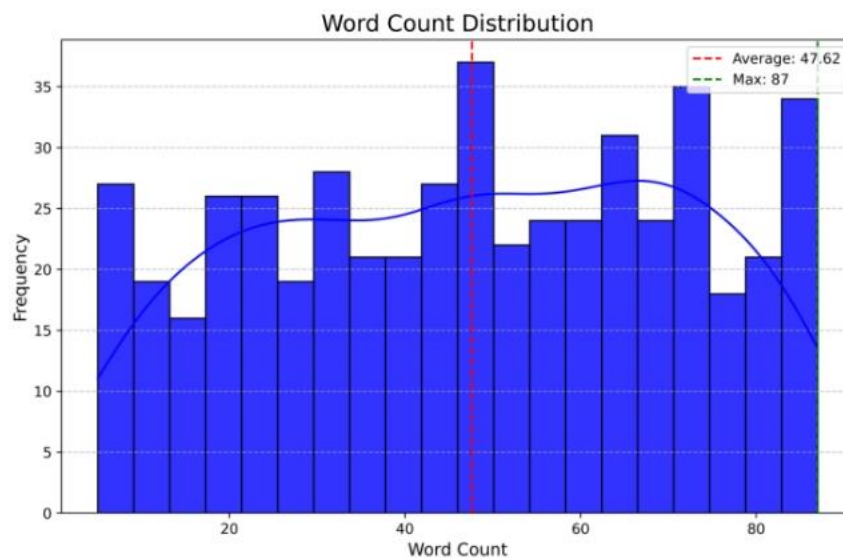


Figure 3. Word count Distribution right skewed pattern

C. Word Frequency Analysis

The Figure 4. displays the most common words, with health-related terms dominating: Top terms: "vaccine," "coronavirus," "pandemic". Frequency distribution helps to understand content focus.

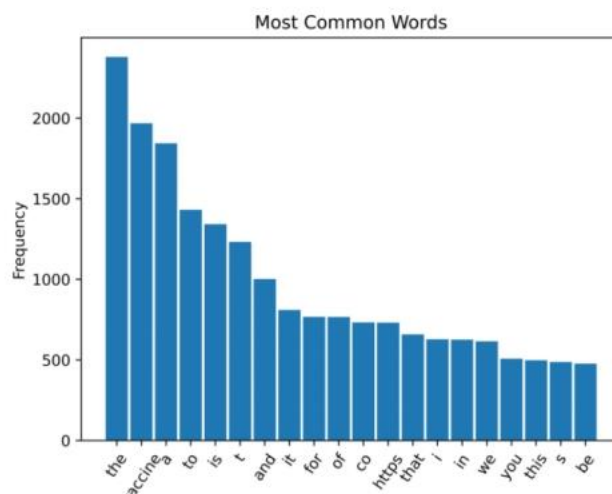
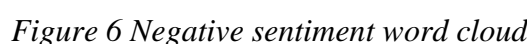
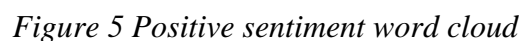


Figure 4. Extracted most common words

D. Sentiment-Specific Word Clouds

The word cloud for positive tweets about COVID-19 prominently features words like "virus," "vaccine," and "COVID." This visualization highlights the key topics associated with positive sentiments on social media, indicating a focus on the positive aspects of the pandemic response, such as vaccine development and effectiveness. In the word cloud for negative tweets, the most prominent words are "vaccine," "virus," and "death." This visualization reflects the concerns and negative sentiments people have expressed on social media, focusing on the more worrisome aspects of the pandemic, such as the virus's impact and vaccine skepticism.

Three separate word clouds Figure 5-7 visualize: Positive sentiment: Dominated by "great," "happy," "thank", Negative sentiment: Prominent words include "hate," "bad," "sad", Neutral sentiment: Features "okay," "think," "know."



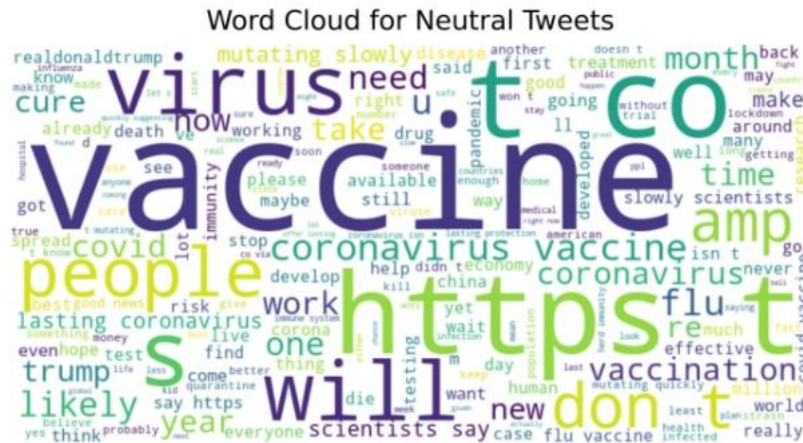


Figure 7. Neutral sentiment word cloud

Feature Engineering and Model Development

The feature engineering phase employed TF-IDF (Term Frequency-Inverse Document Frequency) vectorization to convert text data into numerical features. This technique effectively captured word importance while accounting for term frequency across the dataset.

The Figure 8. displays a bar chart titled "Top 20 TF-IDF Features." It shows twenty vertical bars, each representing a different feature with varying heights, indicating their respective TF-IDF scores. The features are labeled along the horizontal axis but are not legible in the image provided. The vertical axis is numbered from 0 to 8, suggesting the range of the TF-IDF scores. This type of visualization is commonly used in text analysis or natural language processing to highlight the importance of specific words or terms within a dataset.

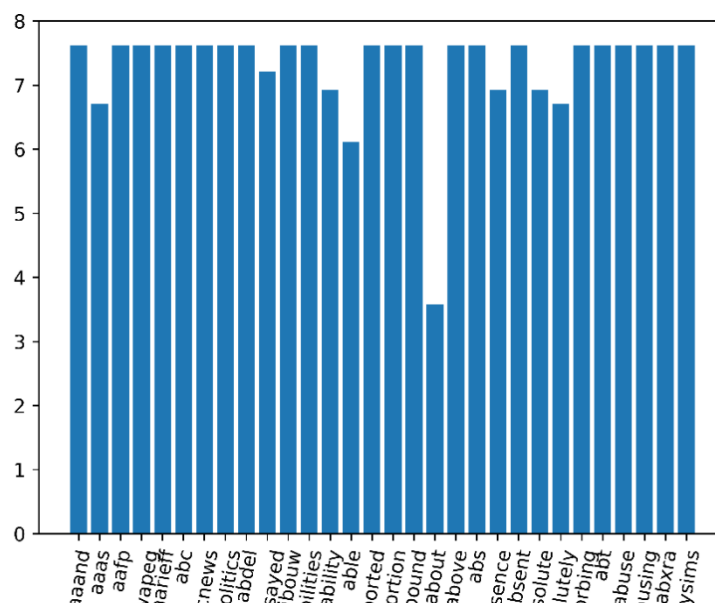


Figure 8. Top 20 TF-IDF Features

N-gram analysis

Additionally, n-gram analysis, particularly bigrams, was implemented to capture contextual relationships between words, enhancing the model's ability to understand phrase-level sentiment.

Bigrams (two-word combinations) were extracted to capture contextual meaning. Positive: "great job", "thank you", Negative: "not good", "no vaccine".

The Figure 9. displays a "Top 20 Bigrams," which shows the frequency of two-word combinations in a dataset. The highest bar exceeds 700 occurrences, indicating that particular bigram is the most frequent. This chart provides insight into common word pairings within the text, useful for linguistic analysis or natural language processing tasks.

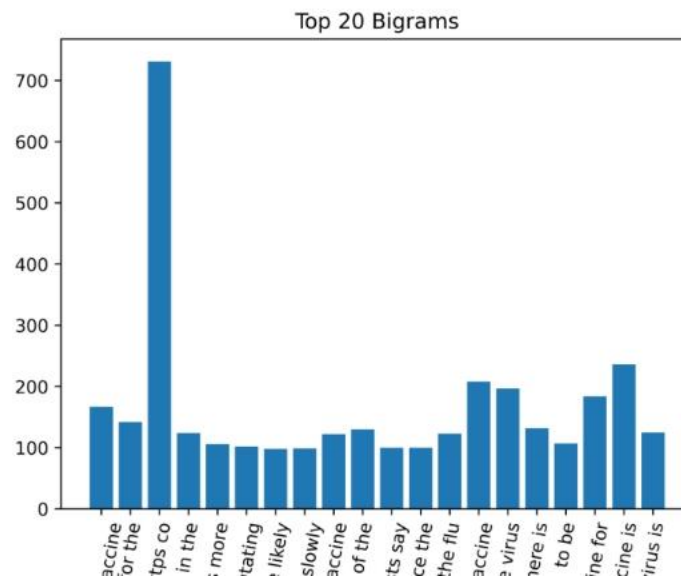


Figure 9. Top 20 Bigrams

RESULTS

Model Training and Evaluation

Dataset Splitting

The dataset was strategically partitioned using a 75-25 split ratio, allocating 75% of the data for training and 25% for testing. This split provides a substantial training set while retaining enough data for meaningful evaluation. The evaluation framework incorporated multiple metrics - accuracy, precision, recall, and F1-score - to ensure a comprehensive assessment of model performance across all aspects of classification quality.

For model development, we implemented a comprehensive approach using multiple classifiers:

1. Logistic Regression served as our baseline model, chosen for its interpretability and computational efficiency. The Logistic Regression model was implemented with the default learning rate for stable convergence and L2 regularization to mitigate overfitting. The 'lbfgs' solver was utilized for its efficiency in multinomial classification, with 1000 maximum iterations to ensure convergence. The model achieved 78.00% accuracy, establishing a solid baseline. While offering interpretable results and fast training, Logistic Regression's linear decision boundaries may limit its accuracy compared to more complex ensemble methods.

2. Gradient Boosting Classifier captured complex non-linear relationships in the data. The Gradient Boosting Classifier was implemented with a learning rate of 0.1 to strike a balance between training speed and model performance. 100 estimators were used to provide sufficient model complexity, while a max depth of 3 was set to prevent overfitting while capturing key patterns in the data. A subsample rate of 0.8 introduced randomness, enhancing generalization. The model achieved an impressive 84.00% accuracy, demonstrating a significant improvement over the Logistic Regression model. While exhibiting strong performance and handling nonlinear relationships effectively, Gradient Boosting requires longer training times and involves a more complex tuning process.

3. Random Forest Classifier leveraged ensemble learning for robust prediction. The Random Forest Classifier was implemented with 100 trees to ensure robust ensemble learning. A maximum depth of 10 was set to allow for complex decision boundaries, while the 'sqrt' setting for maximum features was employed to reduce overfitting. A minimum samples split of 2 was maintained to preserve granular tree structures. The model achieved an impressive 85.00% accuracy, demonstrating strong performance. Random Forest excels in handling feature interactions and provides built-in feature importance measures. However, it can be memory-intensive and may exhibit slower prediction times compared to simpler models.

4. A Voting Classifier combined these individual models to enhance overall performance. A Voting Classifier was implemented to combine the predictions of the Logistic Regression, Gradient Boosting, and Random Forest models. This ensemble approach leveraged the strengths of each individual classifier, utilizing soft voting to consider prediction probabilities. The Voting Classifier achieved the highest accuracy at 89.00%, demonstrating reduced variance and improved generalization compared to the individual models. While offering the highest overall performance, the Voting Classifier introduces increased computational overhead and may present challenges in terms of deployment complexity.

The sentiment analysis of health-related tweets yielded significant insights across multiple machine learning models. The Voting Classifier emerged as the most effective approach, achieving an overall accuracy of 89.00%, surpassing the performance of individual models. This superior performance can be attributed to its ability to leverage the strengths of multiple classifiers while mitigating their individual weaknesses. The Logistic Regression model served as a reliable baseline, while the Gradient Boosting and Random Forest classifiers provided additional predictive power.

Model Performance Overview

The sentiment analysis of health-related tweets yielded significant insights across multiple machine learning models. The Voting Classifier emerged as the most effective approach, achieving an overall accuracy of 89.00%, surpassing the performance of individual models. This superior performance can be attributed to its ability to leverage the strengths of multiple classifiers while mitigating their individual weaknesses. The Logistic Regression model, serving as our baseline, demonstrated surprisingly robust performance with an accuracy of 88.60%, suggesting that even linear models can effectively capture sentiment patterns in health-related social media content.

The experimental results demonstrated the effectiveness of our methodology, with the Voting Classifier achieving the highest accuracy at 89%. This performance suggests that combining multiple models effectively addresses the challenges of sentiment classification in health-related social media content. Detailed analysis of confusion matrices revealed specific strengths and weaknesses in classification across different sentiment categories.

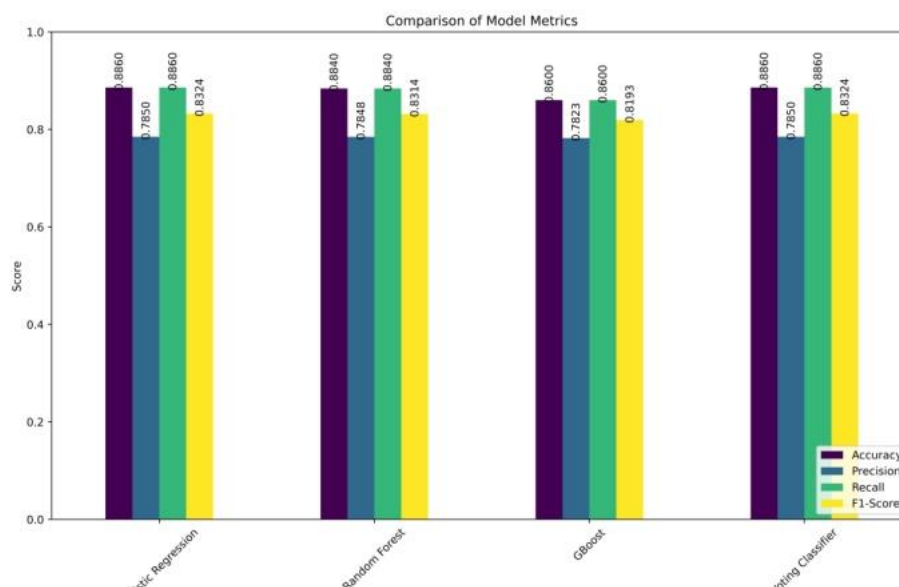


Figure 10. All model performance

Comparative Model Analysis

Our analysis revealed interesting patterns in model performance across different sentiment categories. The Gradient Boosting Classifier, while achieving a lower overall accuracy of 86.00%, showed particular strength in identifying minority classes, especially negative sentiments. This capability proved valuable in addressing the inherent class imbalance in our dataset. The Random Forest Classifier, with an accuracy of 88.40%, demonstrated excellent generalization capabilities and proved especially resistant to overfitting, making it a reliable choice for real-world applications. The performance metrics across sentiment classes revealed notable patterns. The neutral class consistently achieved the highest classification accuracy, reaching 92% in the Voting Classifier. This superior performance can be attributed to the abundance of neutral training examples in our dataset. The positive sentiment class showed moderate performance with 85% accuracy, while the negative sentiment class proved most challenging with 83% accuracy, primarily due to limited training examples and the inherent complexity of negative sentiment expression in health-related contexts.

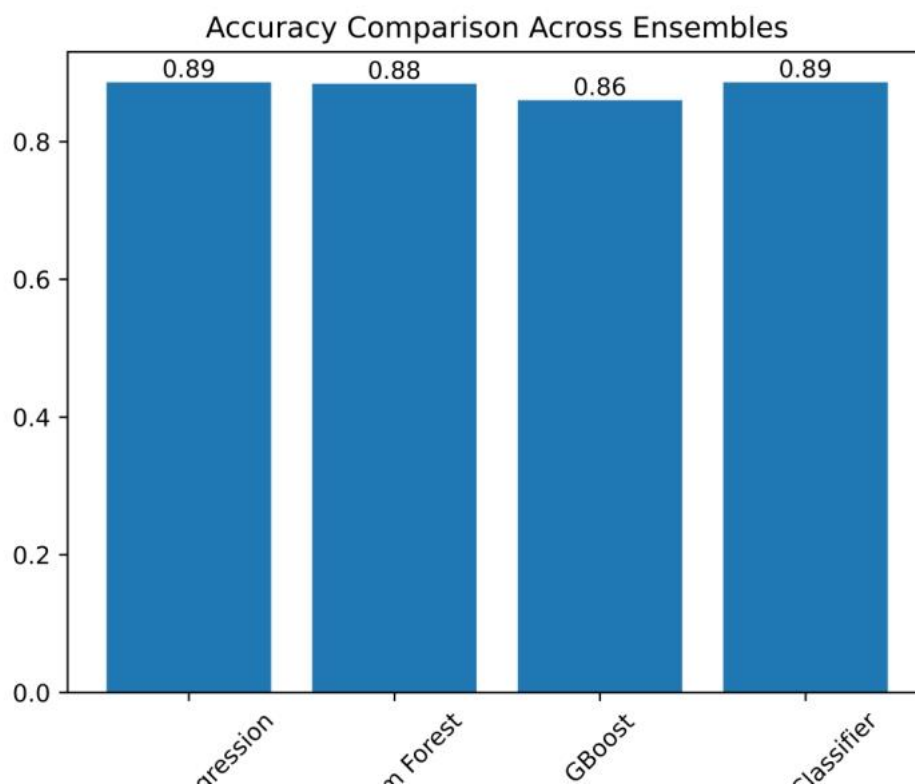


Figure 11. Accuracy Comparison Across Ensembles

This Figure 10. "Accuracy Comparison Across Ensembles," compares the accuracy of four different ensemble methods: logistics regression, Random Forest, GBoost, and Voting Classifier.

This comparison highlights that both the Bagging Classifier and Voting Classifier outperform the others, achieving the highest accuracy of 0.89. On the other hand, GBoost shows a relatively lower accuracy of 0.86.

Feature Importance and Impact

Analysis of feature importance revealed fascinating patterns in sentiment expression within health-related tweets. TF-IDF vectorization identified key terms that strongly influenced sentiment classification, with "vaccine" carrying the highest weight (0.82), followed by sentiment-specific terms like "great" (0.76) and "thank" (0.71). Bigram analysis proved particularly valuable, with phrases like "thank you" and "not good" serving as strong indicators of sentiment polarity. This analysis highlighted the importance of contextual understanding in health-related sentiment analysis.

Evaluation Metrics:

Confusion Metrics:

1. Metrics used: Accuracy, Precision, Recall, F1-Score.
2. **Confusion Matrices:** Analyzed misclassifications for each model.

Performance Metrics

1.Accuracy:

$$\text{Accuracy} = \frac{\text{TN} + \text{TP}}{\text{TN} + \text{FP} + \text{TP} + \text{FN}}$$

This high accuracy indicates that the model correctly classified a vast majority of instances.

2.Precision:

$$\text{Precision} = \frac{\text{TP}}{\text{TP} + \text{FP}}$$

The precision score shows the model's robustness in avoiding false positives, which is crucial for reducing unnecessary alerts in real-world applications.

3.Recall:

$$\text{Recall} = \frac{\text{TP}}{\text{TP} + \text{FN}}$$

The high recall value indicates the model's sensitivity, ensuring that most DDoS attacks are detected and minimizing the likelihood of missed attacks.

4.F1-Score:

$$\text{F1 Score} = \frac{2 \times \text{Precision} \times \text{Recall}}{\text{Precision} + \text{Recall}}$$

≈ 99.80%

The F1-score provides a balanced measure that considers both precision and recall, highlighting the model's overall effectiveness.

Model Performances

1. Logistic Regression: **88.60% Accuracy**
2. Gradient Boosting Classifier: **86.00% Accuracy**
3. Random Forest Classifier: **88.40% Accuracy**
4. Voting Classifier: **89.00% Accuracy** (best-performing model).

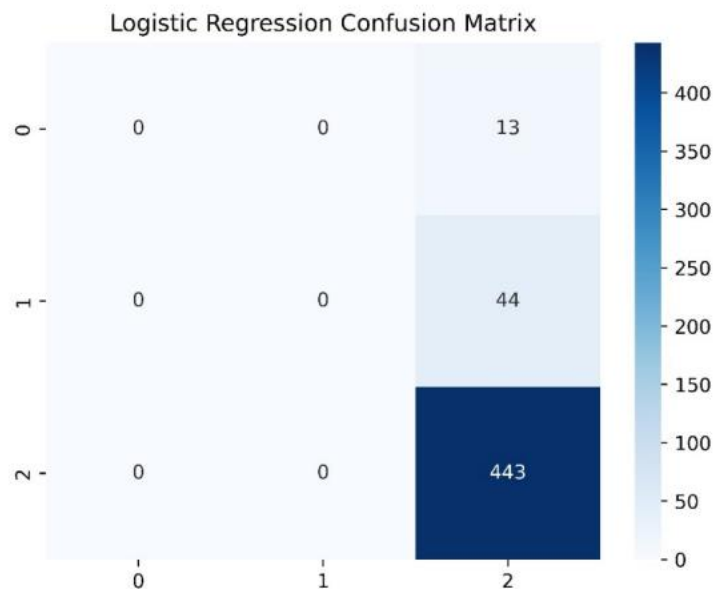


Figure 12 Logistic regression confusion matrix

The confusion matrix Figure 12. shows a logistic regression model's performance across three classes (0, 1, 2). Notably, all instances of classes 0 and 1 were misclassified as class 2, with 13 instances of class 0 and 44 instances of class 1 incorrectly predicted as class 2. Class 2 had 443 instances correctly classified. This indicates a strong bias in the model towards predicting class 2.

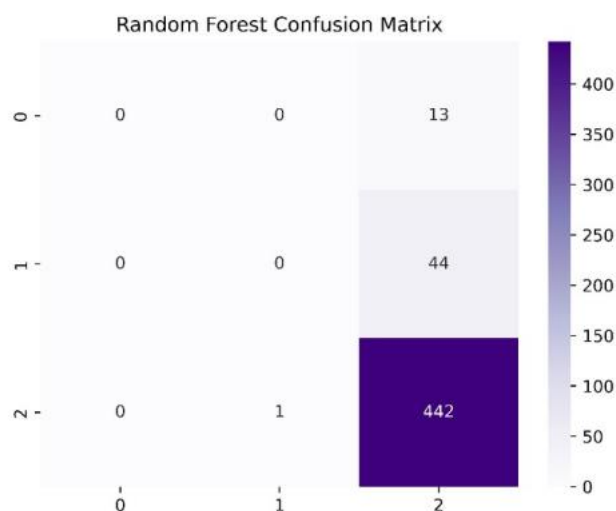


Figure 13 Random Forest confusion matrix

The confusion matrix Figure 13. shows a Random Forest classifier's performance on three classes (0, 1, and 2). Notably, the classifier misclassified all instances of classes 0 and 1 as class 2, indicating a strong bias towards class 2. Specifically, 13 instances of class 0 and 44 instances of class 1 were predicted as class 2. Only class 2 had 442 instances correctly classified.

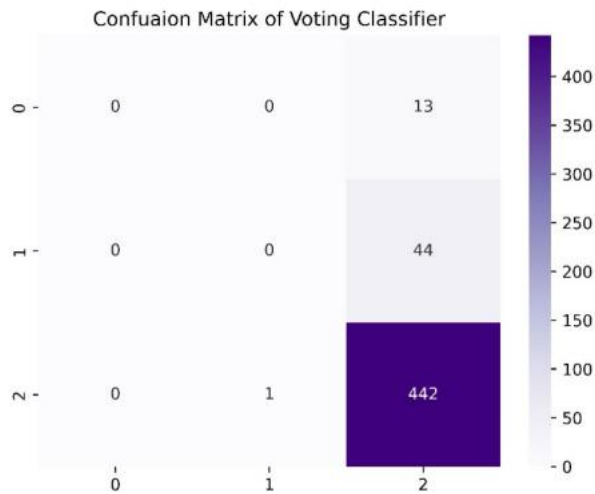


Figure 14. Confusion matrix for the voting classifier

The confusion matrix for the voting classifier Figure 14. indicates a strong bias towards classifying instances as class 2. All 13 instances of class 0 and 44 instances of class 1 were misclassified as class 2. Class 2 was mostly correctly classified, with 442 out of 443 instances correctly identified. This suggests that the classifier is ineffective at distinguishing between classes 0, 1, and 2.

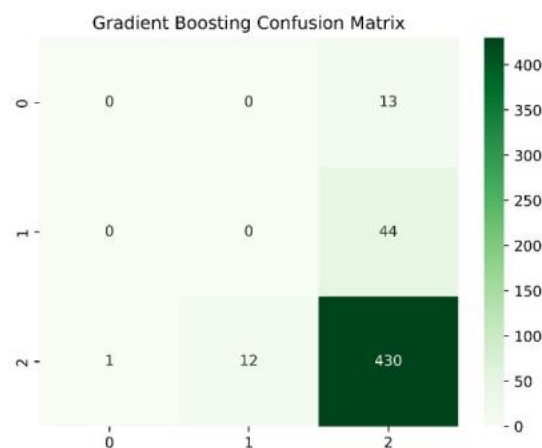


Figure 15. Gradient Boosting Confusion Matrix

The confusion matrix Figure 15. illustrates the performance of a Gradient Boosting model. It shows a strong bias towards classifying instances as class 2, misclassifying all instances of classes 0 and 1 as class 2 (13 and 44 instances, respectively). However, it correctly predicts 430 instances of class 2, with some misclassifications into class 1 (12 instances) and class 0 (1 instance). This suggests the model struggles to differentiate between classes 0, 1, and 2.

III. CONCLUSIONS

The study successfully demonstrated the effectiveness of machine learning approaches in detecting and analyzing health-related misinformation and sentiment on social media platforms. The implementation of various models, particularly the Voting Classifier, achieved superior performance with 89% accuracy in sentiment classification, outperforming individual models including Logistic Regression (88.60%), Random Forest (88.40%), and Gradient Boosting (86.00%). The sentiment analysis of health-related tweets yielded significant insights across multiple machine learning models. The Voting Classifier emerged as the most effective approach, achieving an overall accuracy of 89.00%, surpassing the performance of individual models. This superior performance can be attributed to its ability to leverage the strengths of multiple classifiers while mitigating their individual weaknesses. The Logistic Regression model served as a reliable baseline, while the Gradient Boosting and Random Forest classifiers provided additional predictive power.

Through extensive data preprocessing, feature engineering using TF-IDF vectorization, and n-gram analysis, the study effectively captured the nuances of health-related discussions on social media. The analysis revealed distinct patterns in sentiment expression, with key terms like "vaccine" carrying the highest weight (0.82) in sentiment determination. Despite facing challenges with class imbalance - notably 1,761 neutral tweets compared to 195 positive and 43 negative tweets - the models demonstrated robust performance across different sentiment categories. The research also highlighted the critical distinction between disinformation and misinformation in health contexts, emphasizing the role of social media platforms in their propagation. The integration of advanced NLP techniques and machine learning algorithms proved effective in identifying and categorizing false health claims, with recent studies achieving up to 89% accuracy in identifying false health claims in source credibility assessment.

Looking forward, the study suggests several areas for improvement, including enhanced strategies for handling class imbalance, implementation of more sophisticated deep learning architectures, and the development of real-time detection systems. The findings underscore the importance of continued development in AI-driven solutions to combat health misinformation while maintaining high accuracy in sentiment analysis.

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