

Retraction

Retracted: Research on the Credibility of Social Media Information Based on User Perception

Security and Communication Networks

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This article has been retracted by Hindawi, as publisher, following an investigation undertaken by the publisher [1]. This investigation has uncovered evidence of systematic manipulation of the publication and peer-review process. We cannot, therefore, vouch for the reliability or integrity of this article.

Please note that this notice is intended solely to alert readers that the peer-review process of this article has been compromised.

Wiley and Hindawi regret that the usual quality checks did not identify these issues before publication and have since put additional measures in place to safeguard research integrity.

We wish to credit our Research Integrity and Research Publishing teams and anonymous and named external researchers and research integrity experts for contributing to this investigation.

The corresponding author, as the representative of all authors, has been given the opportunity to register their agreement or disagreement to this retraction. We have kept a record of any response received.

References

- [1] J. Sun, "Research on the Credibility of Social Media Information Based on User Perception," *Security and Communication Networks*, vol. 2021, Article ID 5567610, 10 pages, 2021.

Research Article

Research on the Credibility of Social Media Information Based on User Perception

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In order to accurately obtain the credibility of social media information, improve the efficiency of credibility evaluation, and enhance the security of social media, this paper proposes a method for evaluating the credibility of social media information based on user perception. Starting from the three dimensions of subject credibility, source credibility, and content credibility, the information credibility evaluation dimensions are analyzed. According to the information credibility evaluation dimension, establish a social media information database and deal with spam in the database. Perform credit evaluation based on the results of various data analyses in the database, and extract meaningful keywords from social media information through feature selection algorithms to form keyword clusters. Finally, based on user perception theory, the credibility evaluation of social media information is realized. The experimental results show that the quantitative results of the method for evaluating the credibility of social media information are close to the actual situation, the evaluation results obtained are more accurate, and the evaluation time is short, which can provide a theoretical basis for supervision and management.

1. Introduction

Social media is different from traditional media in the past, such as newspapers, radio, and television. Its unique characteristics of massive information, rapid transmission and openness, and communication and interaction have quickly become the main platform for information release [1, 2]. Social media has opened up an unrestricted space for anyone to express their opinions, and this trend may weaken their credibility as a source of information. Especially, in the era of social media, mobile Internet, and big data, in the process of generating and utilizing social media information, users' active participation and interactive sharing are greatly enhanced. Users are not only the browsers of social media information, but also the producers and disseminators of social media information [3]. In the new social media environment, the massive growth of social media information, the diversity of communication platforms, and the rapid change of communication channels make the authenticity

and credibility of information more and more people's attention [4].

At present, relevant scholars have conducted in-depth research on the credibility of social media information and have achieved rich research results. The authors in [5] studied the influence of location on the source of social media information credibility and language features, focusing on the impact of location on the distribution of content sources of different events, and determined the semantic features of the source and different credibility levels content. According to the survey results, source location affects the number of sources of different events, and location also affects the proportion of semantic features in social media. Research shows that location has an impact on the credibility of social media [6]. On the basis of an overview of the relationship between social media information content types, a future credibility model is established, which is applicable to different fields and provides new insights for the research on the source, credibility, and

other information types of events. In addition, this research also uses the power of location to find alternative ways to assess the credibility of social media. Szczepaniuk et al. [7] proposed information security assessment methods in public management, explained basic terms related to information security management, and defined the conditions for implementing an information security management system. A safety management system was constructed within the scope of theoretical considerations, references, legislation, and reports. In 2016–2019, empirical research was carried out to evaluate the efficiency of information security management in public administration offices. While evaluating the survey results, it also analyzed the statistical relationship between the variables studied [8]. The results of empirical data show that the realization of information security in public administration requires a systematic approach. Cao and Chang [9] take WeChat as an example to study the factors affecting the credibility of information on public health emergencies in social media. Based on questionnaire survey data, the information users, information sources, information content, and information environment are compared to social media in four dimensions, exploring the factors affecting the credibility of information on public health emergencies [10]. Research shows that content objectivity, user trust tendency, official account professionalism, and environmental externality in turn have a direct and positive impact on the credibility of public health emergencies in social media, and users' willingness to know and the strength of friendship relationships have a positive impact on social media. There is an indirect positive influence on the credibility of public health emergencies in the media, and there are more complicated influence relationships among various influencing factors [5].

Although the abovementioned traditional methods have conducted in-depth research on the credibility of social media information and provided strong support for the supervision of social media information, in the face of massive social media information, the credibility evaluation of traditional methods takes a long time and cannot be satisfied. The credibility of information assesses the need for timeliness. Therefore, based on traditional methods, a method for evaluating the credibility of social media information based on user perception is designed [7, 9].

The research innovations of the thesis include the following:

- (1) A method for evaluating the credibility of social media information based on user perception is proposed.
- (2) Starting from the three dimensions of subject credibility, source credibility, and content credibility, the information credibility evaluation dimensions are analyzed.
- (3) Extract meaningful keywords in social media information through feature selection algorithms to form keyword clusters.
- (4) Finally, the credibility evaluation of social media information is realized based on user perception theory.

2. Evaluation of the Credibility of Social Media Information Based on User Perception

2.1. Information Credibility Evaluation Dimensions. It can be seen from the definition of credibility that credibility is not an attribute of the information itself [11], but a subjective cognition, but how to evaluate the credibility of information is an extremely important research problem. Angle puts forward various credibility evaluation indicators to evaluate the credibility of information. This article mainly extracts the influence factors of information credibility from three aspects: topic credibility, source credibility, and content credibility.

2.1.1. Topic Credibility. Different topics have a considerable impact on the accuracy of information credibility assessment. At present, information in social media can be divided into credible and untrusted information. Among them, the credibility measure will be unreliable. Information is further divided into extreme emergencies, rumors, falsehoods, false positives, and spam [12]. The content of entertainment and emotional information is mostly guided by the publisher's subjective feelings and often incorporates personal extreme emotions, and there is no standard answer or right or wrong standard. In addition to unpredictable suddenness and uniqueness, social news hotspot information also has the characteristic of vagueness, which is easy to belittle and exaggerate the facts by users [13]. The content of scientific and health information is relatively professional, and user participation is relatively low compared to entertainment and hot news. Most users who publish such information are experts and scholars in the field. Their information is relatively mature and objective, the content is relatively stable, and the credibility of such information is high. Therefore, it is necessary to select appropriate topics as samples for data analysis.

2.1.2. Source Credibility. Original sources and forwarding sources can be algorithm rules of individuals, organizations, or technology platforms. The credibility of the source of social media information generally refers to the credibility of individuals or organizations that publish and disseminate information, including industry experts, individuals, and government agencies or academic organizations that publish information [14]. People at the top of Matthew effect have absolute voice in various topic fields. In some social media, some users who publish information content professionally hold the nodes of information dissemination. Usually, the original authors and users who have repeatedly forwarded the information source form a complex social network and information, which has a certain impact on the credibility evaluation results of information [15]. Therefore, the credibility of the information cannot be judged only based on the number of likes and the number of fans. The personal information (professional, professional, credit certificate, etc.) of social users, the number of supporters, activities, and other related indicators should be measured through the

platform. This measurement method can quickly make a judgment on the current social situation. Perform comprehensive statistics to measure the authority and influence of users, and then calculate quantitative user reputation evaluation results, and use these results to achieve credibility evaluation.

2.1.3. Content Credibility. The credibility evaluation of information content mainly includes objective evaluation, such as the analysis of multiple objective indicators such as the integrity of text content, grammatical structure, organizational composition, rationality and timeliness, and the evaluation method of user perception, including user questionnaire survey, scoring, complaints, and suggestions, to obtain the evaluation of information content quality [16]. However, with the development of social media networking, for a large number of information samples, they are more willing to realize the real-time evaluation of dynamic information by means of automatic monitoring. However, the information received at present is not only carried by words, but also expressed by combining with pictures, video, and audio. The complexity of information content brings a certain degree of difficulty to the identification and extraction of semantic features of information and also increases the difficulty of algorithm processing of various media platforms. Therefore, how to improve the accuracy and recognition speed of judging the authenticity of information content will also become a hot spot and challenge in current research.

2.2. Social Media Information Database Construction and Spam Processing. According to the information credibility evaluation dimension, a social media information database is established, and social media information credibility evaluation is performed in the database, which can effectively reduce the influence of invalid information on the evaluation results and reduce the evaluation time. The information text is divided first through the text preprocessing method. The result of the text preprocessing is the divided word, the part of speech of the word, the number of times it appears in the article, and the subordination relationship between the word and the text [17]. According to the requirements of the Bayesian classification algorithm, it can be known that the category information of a word can be obtained by the frequency of occurrence of a word [18]. Therefore, the database hierarchy is shown in Figure 1.

According to the hierarchical structure of the social media information database shown in Figure 1, the preliminary process of social media information processing is given. The first is to randomly select some documents from the existing corpus as the training documents of this article and use the original social media information captured by the octopus collector as the training data. Then, the collected social media information is divided into positive social media information and negative social media information [19]. Information is judged by human judgment. The text is judged separately by a group of 5 people, divided into positive text and negative text, which cannot be judged; the

final classification result is obtained by combining the comparison results. Then, calculate the position and number of occurrences of each word, and finally according to the co-occurrence relationship of the words, give the position and number of occurrences of the word, and store the result in the database.

Since the traditional method does not consider the distribution of words within the text and the probability distribution between categories, this article uses the idea of junk text classification and now gives the following definition.

If the word w_a is selected arbitrarily, the probability that it belongs to the spam text refers to the ratio $P(w_a)$ of the sum of the probabilities of the word w_a appearing in the spam text and the sum of the probabilities of the word w_a appearing in the various texts of the corpus. The calculation formula is

$$P(w_a) = \frac{w_a}{C} + \sum_{i=1}^n \eta_i. \quad (1)$$

In which, η_i represents the number of times the word w_a appears in the spam text a ; C represents the total number of spam texts; w_a^n represents the number of times w_a appears in normal text; n represents the total amount of text.

For the credibility evaluation of social media information, the core is to establish a classifier to classify the information, while the core of text classification is the classification algorithm. Traditional algorithms can only be applied to the situation where words are relatively independent. The correlation between words in semantic expression and the probability calculation ignore the problem of correlation between texts [20]. In this paper, the idea of semantic analysis is introduced. The results obtained in this way take into account the situation that words appear in spam text and normal text and shift the focus to spam text classification, which solves the problem that traditional methods do not consider the relationship between texts. And replace the number of occurrences of the word with the frequency of occurrence of the word in the spam text, the frequency of the occurrence of the word in the spam text and the normal text, and the total number of replacement texts, which is more targeted in spam processing, reflecting the word which type of text is more likely to appear in [21].

2.3. Selection of Social Media Information Features. According to the spam processing results obtained in Section 2.2, the meaningful keywords in the social media information are extracted by the feature selection algorithm, which forms a keyword cluster. On the one hand, in the information credibility classification stage, further training samples are provided for the text classification algorithm; on the other hand, in the information credibility depth evaluation stage, the similarity calculation sample data are provided for rumor detection; therefore, a feature selection algorithm with high accuracy is needed. Based on this, this paper proposes a feature selection algorithm for short text [22].

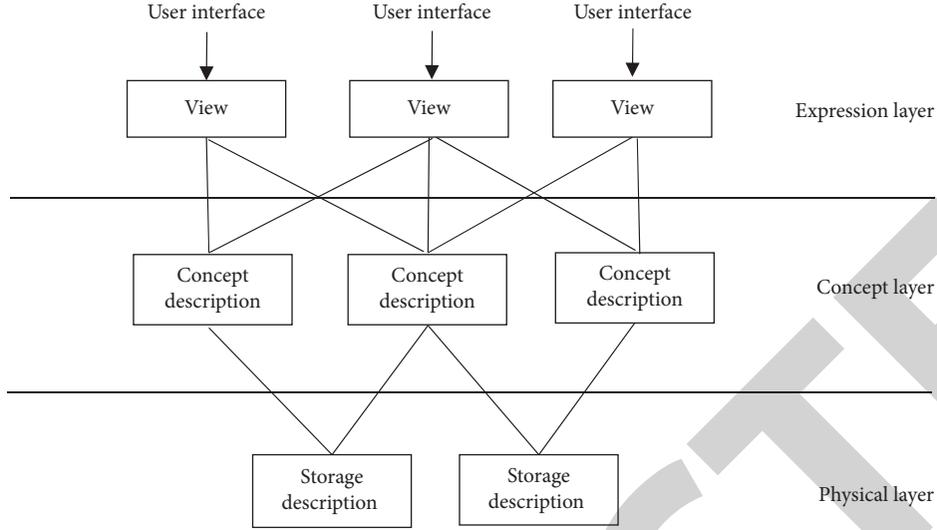


FIGURE 1: Social media information database hierarchy.

The traditional feature selection algorithm based on long text uses the TF-IDF method to calculate. The idea of the algorithm is as follows: the higher the probability of a word appearing in a document, the smaller the proportion of the document with the word in the total number of documents; then, it is considered to be of great weight. For short texts, it is affected by the limitation of the number of words. Most words only appear once or twice in the information text. Obviously, the frequency of words used in the document is unreasonable [23]. How to calculate the weight of words in a short text is the problem to be solved in this section.

According to the traditional feature weight calculation idea, the weight of the word w_a is

$$T(w_a) = w_a [s(k)|x(k)] ds(k). \quad (2)$$

In which, $s(k)$ represents the total number of short texts in the database and d represents the number of short texts in which the word w_a appears [24].

According to actual needs, a short text feature selection algorithm for social media information combining statistics and semantics is designed and implemented.

The original data crawled from the database are marked as D ; then, the feature word set is

$$D = \{d_1, d_2, \dots, d_n\}. \quad (3)$$

Perform word segmentation and part-of-speech division, remove stop words on the feature word set D , and get the term list $\{(d_1, s_1), (d_2, s_2), \dots, (d_i, s_i)\}$, where d_i represents the i -th word and s_i represents the i -th word [25].

From d_i , the part-of-speech judgment is performed until all words are traversed, and the characteristic word list f and the noncharacteristic list f_j are obtained. Calculate the mixed part-of-speech value of the terms in the feature word set in turn, sort the calculation results according to the size, and select the weight threshold [26].

Use formula (4) to calculate the similarity between text features:

$$S_N = \frac{\partial K_i}{Q_{i,j}} \times s_i. \quad (4)$$

In which, ∂ represents the semantic weight of the feature; K_i represents the text similarity value; $Q_{i,j}$ represents the semantic density. Calculate the semantic similarity of the remaining terms to complete the selection of social media information features. Figure 2 shows the algorithm flow of social media information feature selection [27].

According to Figure 2, the social media information feature selection algorithm mainly uses the semantic characteristics of the text in the expression process; that is, the combination of words has more meaning than a single word. Then, according to the amount of information carried by different parts of speech and its weights also cover different characteristics, the semantic similarity between words and sentences is used to select social media information features again. The information features extracted in this way are more comprehensive and can more accurately represent the semantics of the text [28].

2.4. Evaluation Method of the Credibility of Social Media Information Based on User Perception. User perception theory is derived from sociology and is a perceptual understanding of the target object by the public. This kind of understanding is the result of processing the information after the user obtains the information content related to the target object through the information channel. In the Internet environment, user perception is the real perception formed instantly by individuals in the process of interacting with various media platforms, is the overall feeling of users on platforms, products, information, and services, and is the result of the interaction of users' own form (emotion, demand, tendency, etc.) with system functions and specific environment [22]. User perception is directly related to user satisfaction and at the same time affects the user's reselection, and is critical to user behavior. In order to improve user satisfaction, this article combines user perception

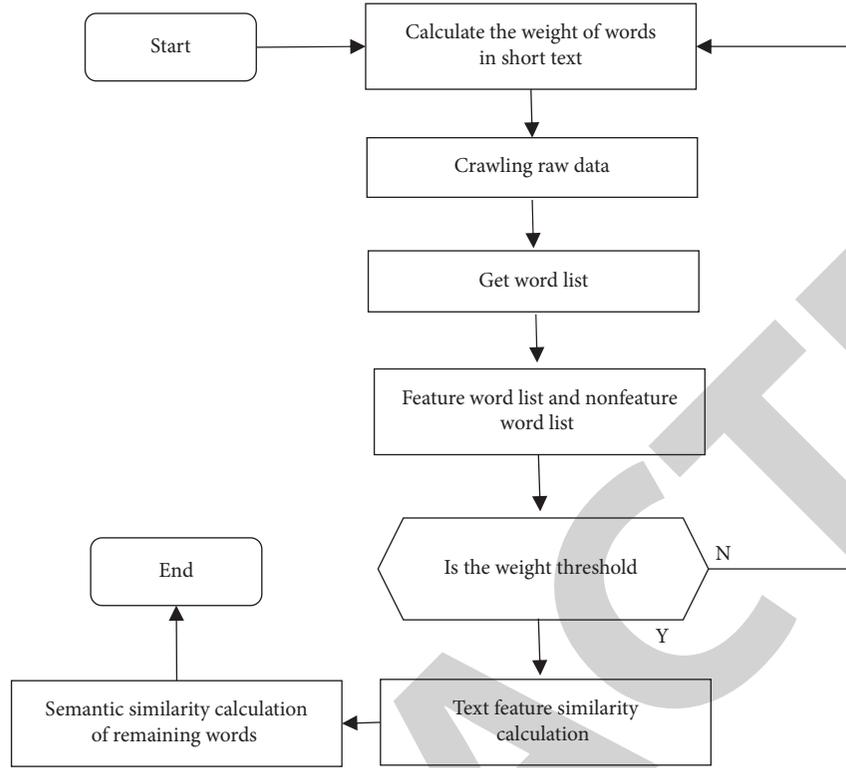


FIGURE 2: Algorithm flow of social media information feature selection.

theory with the credibility of social media information and defines it as the most direct and true belief that users have formed during the entire process of obtaining information using social media. Know and judge: analyze the social situation by judging the credibility of this media to reflect the quality of the information. Acquire, and then decide whether to produce accepting behavior [29].

Through literature analysis, it is found that researchers are increasingly inclined to analyze external variables such as information sources, information media, and information recipients. Therefore, according to the social media information characteristics obtained in Section 2.3, combined with the user perception theory, based on the information communication theory and information dual processing theory, and the heuristic systematic cognitive model as the basic framework, this study selects information quality as the systematic variable in the research, the communicator credibility, communication motivation, information presentation form, and information media credibility are heuristic variables, the individual information involvement and trust tendency are moderating variables, and the perceived information credibility is dependent variable. Social media information credibility evaluation model is shown in Figure 3.

According to the social media information credibility evaluation model, the definition of social media information credibility impact factors based on user perception is given, as shown in Table 1.

Considering the influence factors of social media information credibility, taking the correlation distribution of social media information transmission efficiency as the cost function, the balanced allocation of social media information credibility is realized:

$$\varphi = d_i^2 + \frac{1}{z^2} \sum_{i=1}^n d_i^2 \times e_n. \quad (5)$$

In which, z^2 represents the residual analysis value and e_n represents the stable periodic solution judgment parameter. According to the social media information credibility estimation method, the steady-state feature solution $e_n = (e_1, e_2, \dots, e_n)^T \in G(d^n)^m$ is obtained, and then the stable period solution of the social media information credibility evaluation is obtained as $n = 1, 2, 3, \dots$ using the dichotomy method. Combining the gridding results of the two-dimensional data set to complete the feature decomposition, the result output is

$$G(e_n) = \frac{T_r(H)^2 - D}{v_{\text{value}}(m)}. \quad (6)$$

In which, T_r represents the recognition degree of the reliability estimation of social media information. Using the method of finite-dimensional analysis, the reliability function of social media information reliability evaluation is obtained:

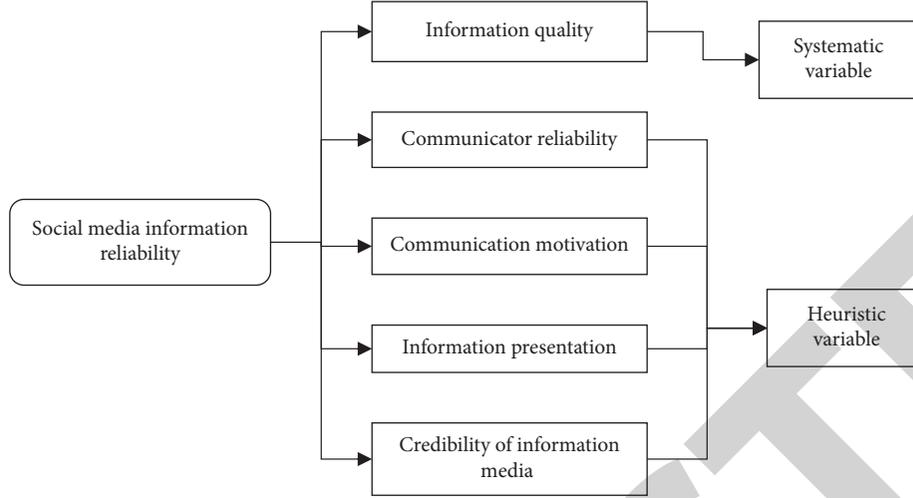


FIGURE 3: Social media information credibility evaluation model.

TABLE 1: Definition of factors affecting information credibility.

| Impact factor | Definition |
|------------------------------------|---|
| Information quality | The information recipient's subjective perception of the completeness, objectivity, and accuracy of the information content. |
| Communicator credibility | The information receiver's subjective perception of the reliability and professionalism of the information disseminator. |
| Communication motivation | The information receiver's subjective perception of the purpose of the information disseminator. |
| Information presentation form | The information recipient's subjective perception of the existence and presentation of the information content and the information style. |
| Credibility of information media | Information recipients' subjective perceptions of the professionalism and reliability of information media on social media platforms. |
| Information involvement | The information recipient's subjective perception of the degree of influence of the information received on their work, life, and behavior. |
| Trust tendency | The degree of trust that the recipient of the information habitually shows to different people and things. |
| Perceptual information credibility | The level of confidence in the content of the information as perceived by the information recipient. |

$$X(k) = \sum_{i=1}^n x(i) \exp\left(\frac{G(e_n)}{N} nk\right). \quad (7)$$

In which, k represents the best game state parameter for the evaluation of the reliability of social media information and $x(i)$ represents the characteristic data for the evaluation of the reliability of social media information. According to the reliability function, perform fusion scheduling on social media information evaluation data, so that the statistical feature quantity of social media information satisfies $b \in B$, set the number of evaluation variables as A_k , and then the normalized probability of social media information is

$$p_{ij}(k) = B(A_k^i) \times X(k). \quad (8)$$

When $b \in B$ and $c \notin C$, the reliability constraint function for social media information evaluation is

$$r(f) = B_f + \frac{z_c + w_i}{p_{ij}(k)}. \quad (9)$$

In which, z_c represents the corresponding observed value parameter and B_f represents the corresponding fitted value parameter. The method of fusion differential clustering analysis is used to realize the clustering and attribute merging processing of social media information and realize the optimization of mathematical modeling of social media information reliability evaluation. The linear fitting result of the social media information reliability evaluation is

$$k(p) = \sum_{i=1}^n (Q_{\max} + Q_{\min}) \times r(f). \quad (10)$$

In which, X_{\max} and X_{\min} represent the maximum evaluation threshold and the minimum threshold, respectively.

Finally, based on the theory of user perception, the source of social media information and content changes in the process of cross-platform communication can be tracked. The information transmission path can be clearly obtained, and it can be compared with the authority of the

media involved in the communication process and the users of the nodes on the path. The credibility is combined to calculate the credibility of social media information:

$$R(w_i) = 1 - \exp\left(-\frac{\alpha(x_i)^2}{\sigma^2}\right). \quad (11)$$

In which, α represents the number of users involved in the propagation path and σ^2 represents the number of media carrying information. In summary, the optimization design of social media information evaluation methods is realized.

3. Experimental Design

In order to verify the effectiveness of the proposed method for evaluating the credibility of social media information based on user perception, a simulation experiment is used for verification. In the experiment, in order to further highlight the advantages of the proposed method, the method of [7] and the method of [9] are used as comparative methods to design comparative experiments.

3.1. Experimental Platform Construction. The simulation experiment is established on the ISO RFF ++4.5 platform, and the performance of the platform is debugged using a debugger to maximize the accuracy of the experimental results. The ISO RFF ++4.5 simulation platform is composed of a display, a controller, a monitoring terminal, a computer, and an antenna. The specific parameters of its hardware configuration are shown in Table 2.

3.2. Social Media Information Collection and Processing. The collection method of social media information should be comprehensively considered in combination with the application environment of the data sample. Through the information collection of the cross-platform transmission path, the octopus collector is used to collect social media information for the evaluation users involved in the transmission path node. The content of is the social media information credibility impact factor based on user perception shown in Table 1. Specifically collected Baidu users to answer the number of questions agree with the number of ideas released in recent months dynamic number. Since the number of Weibo and WeChat users involved in the sample data transmission path is relatively small, the dynamic status of the sunshine credit of Weibo users and the basic attributes of WeChat official account users are directly recorded. In order to ensure the standardization of social media information and the effectiveness of use to avoid data redundancy, rules are imposed on the collected data.

On the basis of the abovementioned experimental hardware environment and parameter processing, the experimental verification is carried out, and the data generated in the experiment are processed by Matlab software.

TABLE 2: Experimental platform hardware parameters.

| Configuration | Specifications and parameters |
|--------------------|---|
| CPU | INTEL Xeon E5620 new official version |
| Motherboard | Supermicro X8DTL-I server motherboard 8G DDR3 ECC server memory SSD solid state hard disk |
| Memory hard drive | 2.5-inch hard disk (for system backup) Seagate 2 TB Enterprise 64 (Do RAID 1) |
| Power supply | Supermicro 2U standard case |
| Heat sink | 2U copper tube radiator |
| Expansion card | Rr2760 |
| Case | Super 4U24 bit standard memory |
| RAM | 4G DDR3 ECC server memory |
| RAM | 8 GB |
| Sampling frequency | 1 Hz |

3.3. Analysis of Experimental Results

3.3.1. Analysis of Information Credibility Calculation Results.

A PROV multilayer data origin model is constructed based on the collection and recording of the nodes of the cross-platform transmission path of social media information, and the reliability value of the final version information in the visualization results is specifically calculated and analyzed. The calculated quantitative results of the evaluation are shown in Table 3.

From the information credibility values in Table 3, it can be seen that the credibility values of information J in WeChat platform and information I in microblog platform are higher, and both values are greater than 1, indicating that the node has strong appeal. In addition, the publishers of information A and F, as authoritative information publishing organizations, have their identities verified by the Weibo platform, and their user credibility values are higher than those of other users. It shows that the credibility value of the proposed method accords with the actual situation and further verifies the feasibility and effectiveness of the proposed method.

According to the comparison results of the information credibility values of the final version in Table 3, the credibility of the information of the three platforms was evaluated to prove the accuracy and validity of this experiment. Figure 4 shows the comparison result of the information credibility value of the final version.

According to Figure 4, it can be seen that in terms of the ranking of the information credibility values of the three platforms, the credibility values of information B and information E are lower. On the one hand, Baidu and Weibo platforms do not provide information release. The judging criteria of the content specification and the specific content of the identity of the information publisher do not provide authoritative certification like other platforms but only show the amount of reading of the published content; on the other hand, as the source information, the information only contains the knowledge and experience of the information publisher and has not been evaluated and judged by other

TABLE 3: Quantitative results of social media information credibility assessment.

| Media type | Message number | User ID | Credibility value |
|------------|----------------|---------|-------------------|
| Baidu | A | 1 | 0.792 |
| | B | 2 | 0.874 |
| | C | 3 | 0.536 |
| Weibo | D | 1 | 0.725 |
| | E | 2 | 0.414 |
| | F | 3 | 0.758 |
| | G | 4 | 0.809 |
| | H | 5 | 0.863 |
| | I | 6 | 1.123 |
| WeChat | J | 1 | 1.037 |
| | K | 2 | 0.721 |
| | L | 3 | 0.826 |
| | M | 4 | 0.936 |
| | N | 5 | 0.921 |

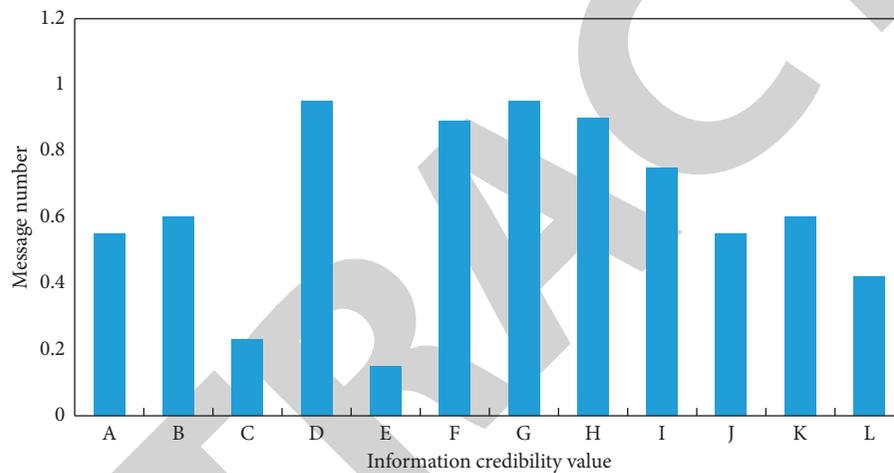


FIGURE 4: Comparison results of information credibility values of the final version.

experts, scholars, or media on the professionalism and authenticity of the published content, so the credibility value of the source information in the sample data is relatively low.

In order to verify whether the proposed method has advantages, the evaluation time of social media information credibility is used as an experimental indicator to verify different methods. The comparison results are shown in Figure 5.

Analyzing Figure 5, it can be seen that when different methods are used to evaluate the reliability of social media information, there is a downward trend as a whole, and the downward trend is very obvious. In comparison, the highest evaluation time of the proposed method is 2.2 s, and the lowest is 0.25 s. The maximum and minimum evaluation times of the method in [7] are 2.4 s and 0.4 s, respectively, and the maximum and minimum evaluation times of the method in [9] are 2.3 s and 0.3 s, respectively. The data show that the evaluation time of the proposed method is shorter. This is because the proposed method designed a social media information database during the evaluation design process, and based on the information credibility evaluation dimension, the credibility evaluation of social media

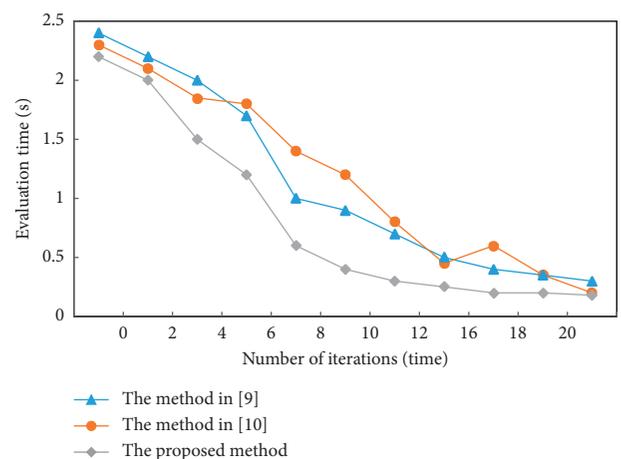


FIGURE 5: Comparison of reliability evaluation time of different methods.

information was performed in the database, which effectively reduced the impact of invalid information. The impact of the evaluation results thereby reduces the evaluation time.

4. Conclusion

By studying the evaluation methods of information credibility, this paper highlights the characteristics of social media that are different from traditional media, constructs an information credibility model suitable for various social media, and improves the credibility of social media. Accurate evaluation and analysis of the media provide methodological support for solving the credibility of social media information and promoting the development of information science research. This article comprehensively discusses the research dimensions of information credibility, and on the basis of existing research, it breaks through the relatively single research dimension in the past and proposes a richer and complete social media information credibility research dimension and method. On the basis of summarizing the information credibility measurement model of specific websites in the past, a social media information database was established and spam messages were processed to improve the accuracy of the credibility of social media information. Measurement and analysis provide support for solving the credibility of information on social media. Finally, based on the user perception theory, the results of social media information evaluation are further improved, the efficiency of information reliability evaluation is improved, and new ideas for effective management of social media information are provided.

Data Availability

The author approves that the data used to support the findings of this study are included in the article.

Conflicts of Interest

The author declares that there are no conflicts of interest regarding the publication of this paper.

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