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A Machine Learning based Approach for Detection and Classification of Fake News

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KEYWORDS

fake news, social media, machine learning, classify, detection

ABSTRACT:

Introduction: Fake news, propelled by the surge in social media and online platforms, poses a significant threat to public opinion, societal stability, and democratic processes. Its historical roots in misinformation, propaganda, and hoaxes have evolved with the virtual age, exploiting the unregulated nature of the internet. Social media's accessibility and rapid information sharing contribute to the swift dissemination of false information, impacting public perception, decision-making, and even elections. The consequences include panic, confusion, and the potential incitement of violence, emphasizing the urgent need for robust detection systems.

Objectives: Detecting and countering fake news on Twitter is essential for information accuracy, utilizing advanced algorithms and machine learning. The primary goal is to categorize news data, differentiating between authentic and fraudulent content, fostering a trustworthy information environment. Validating the legitimacy of news on social media, employing robust verification methods, aims to protect users and promote digital literacy.

Methods: Machine learning techniques, commonly using supervised methods, enhance automated systems for fake news detection by analysing various textual elements like headlines, hashtags, and metadata. Incorporating tokenization and TF-IDF, these algorithms explore term relationships in documents, extracting features to distinguish between accurate and false information. Preprocessing involves noise removal, and feature extraction streamlines the dataset, leading to efficient supervised learning, enabling classifiers to discern between authentic and fraudulent news, providing a valuable tool for media and social platforms to combat misinformation.

Results: Achieving a remarkable accuracy, the model employs the Passive Aggressive algorithm with specific parameters for detecting fake news. Utilizing TF-IDF vectors, the system efficiently classifies news articles as real or fake, demonstrating its effectiveness and proficiency in fake news detection. This high accuracy indicates the model's robustness and capability in accurately classifying and detecting misinformation.

Conclusions: Social media's increasing influence has led many millennials to favor it over traditional news sources. However, this shift has also fueled the rapid spread of false information online, posing risks to journalism and democracy. Misinformation, often driven by sensationalism, can quickly go viral, impacting public perceptions and decisions. To counter this, a machine learning-based approach with a good accuracy rate is proposed. This method efficiently categorizes and detects fake news, safeguarding social media users from deceptive content and its potential societal harm.

1. Introduction

Fake news has grown as a prevalent and concerning phenomena in recent years, aided by the rapid rise of social media and online communication platforms. This systematic spread of false or wholly manufactured facts endangers public opinion, societal stability, and democratic systems. The ease of creation and rapid spread of fake news, combined with its capacity to alter perceptions and decisions, has created a critical need for powerful detection systems. This study investigates the complex nature of the fake news enterprise, emphasizing its historical roots in inaccurate information, propaganda, and hoaxes while stressing the cutting-edge amplification enabled by virtual architecture. The incidence of fake news has increased due to the internet's unregulated nature, which allows anyone to disseminate data without regard for journalistic standards or fact-

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JCHR (2024) 14(1), 2138-2146 | ISSN:2251-6727

checking processes. Because of their accessibility, cost-effectiveness, and speed of information sharing, social media networks in particular have shown to be breeding grounds for the rapid transmission of bogus numbers. The consequences of unregulated fake news range from influencing public perception and decision-making techniques to potentially changing election results, creating panic, confusion, and even inspiring violence.

2. Objectives

Detecting and countering fake news on Twitter is crucial for ensuring the accuracy of information. Using advanced algorithms and machine learning, this initiative aims to swiftly identify and report misleading content, fostering a more informed digital community. The primary objective is to categorize news data, employing complex algorithms to differentiate between authentic and fraudulent news, ultimately contributing to a more trustworthy information environment. Validating the legitimacy of news data on social media platforms is a key focus, implementing robust verification methods to ensure correctness and reliability. Utilizing classification techniques, particularly in machine learning, enhances the capability to effectively deal with fake news, aligning with broader efforts to combat disinformation in the digital age. The overall goal is to protect social media users by promoting digital literacy and fostering a vigilant online community.

3. Background and Related Work

The detection and mitigation of fake news have become critical areas of research in response to the growing threat it poses to information credibility and public perception. This literature review synthesizes recent studies, leveraging diverse methodologies and technologies to address the multifaceted challenges associated with fake news.

Seddari et al., (2022): This work proposes a hybrid approach combining linguistic analysis and knowledge-based techniques for detecting fake news on social media platforms. The integration of linguistic features and domain knowledge enhances the model's ability to discern misinformation patterns, providing a comprehensive strategy for addressing fake news dissemination.

Rohera et al., (2022): Rohera and team offer a comprehensive survey of fake news classification techniques, presenting a taxonomy that categorizes various approaches. This survey serves as a valuable resource for understanding the landscape of existing methods, aiding researchers and practitioners in selecting appropriate strategies based on the specific characteristics of the data and the problem at hand.

Ahmed et al., (2022): Ahmed and colleagues contribute to the field by developing a fake news model employing machine learning and natural language processing (NLP). This approach underscores the importance of leveraging advanced computational techniques to analyze textual content, showcasing the potential of NLP in discerning patterns indicative of misinformation.

Manzoor and Singla (2019): Providing a systematic review, Manzoor and Singla offer a comprehensive overview of machine learning approaches for fake news detection. The review critically assesses existing methodologies, highlighting their strengths and limitations, thereby guiding future research in the pursuit of more effective detection mechanisms.

Traylor et al., (2019): The team focus on in-article attribution as a key feature for classifying fake news articles. By leveraging natural language processing techniques, the study emphasizes the importance of linguistic cues within the content, contributing to the development of more nuanced and accurate fake news detection models.

Gupta et al., (2022): Gupta and collaborators address the fake news challenge from a broader perspective, exploring stakeholder interventions and potential solutions. The work recognizes the multi-dimensional nature of the problem and suggests a holistic approach involving various stakeholders to combat the spread of misinformation effectively.

Katarya et al., (2022: Katarya and team contribute to the literature by proposing a fake news detection system based on feature-based optimized support vector machine (MSVM) classification. The study highlights the significance of feature engineering and optimization techniques in enhancing the performance of machine learning models for fake news detection.

Saleh et al., (2021): Saleh and collaborators contribute to the literature by proposing an optimized convolutional neural network (OPCNN) for fake news detection. This work underscores the efficacy of deep learning architectures in capturing complex patterns within

Journal of Chemical Health Risks

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JCHR (2024) 14(1), 2138-2146 | ISSN:2251-6727

textual data, showcasing the potential of neural networks in advancing the field of fake news detection.

Mridha et al., (2021): Mridha et al. present a comprehensive review focusing on fake news detection with deep learning techniques. This survey provides a detailed exploration of the application of deep learning architectures, shedding light on the advancements and challenges within this rapidly evolving domain.

Umer et al., (2020): Umer and team focus on the stance detection aspect of fake news, employing a deep learning architecture combining convolutional neural networks (CNN) and long short-term memory (LSTM). This work highlights the importance of considering the nuanced perspectives expressed in news articles for more accurate classification.

Liao et al., (2021): Liao and collaborators introduce an integrated multi-task model for fake news detection, emphasizing the importance of simultaneously addressing multiple aspects of the detection problem. This holistic approach contributes to the development of more comprehensive and effective detection frameworks.

4. Existing Approaches

Using reliable sources to confirm the validity of statistics is a long-standing and reliable technique [6]. Fact-checking assignments have become invaluable resources for locating and disproving false information [5]. Verifying user profiles on social media sites and mobile messaging apps is an effective way to find and remove fake profiles and deal with problems like trolling, cyberbullying, and careless content sharing. consumers with high reputation are more likely to give accurate information in percentage terms, while consumers with low credibility are less likely to offer trustworthy statistics overall. Classifying false information and evaluating user reliability can be aided by analysing person profile attributes including location, profile photo, and political bias [6].

5. Limitations

Online classified advertising is the primary revenue source for many virtual agencies, leading to "platform capitalism," where engaged users receive targeted ads based on their online behavior. Social media platforms, driven by financial incentives, may lack motivation to combat fake news actively. Privacy concerns hinder intervention, and existing measures, reliant on human managers, are ineffective. The sheer volume of online information exceeds traditional fact-checking capacities, creating challenges for automated verification. Addressing these issues is essential for combating the persistent spread of misinformation online [6].

6. Proposed Methodology

Comparing and categorizing news as true or false is a crucial task in the detection of fake information. The detrimental impacts of false information on society make it imperative to create efficient mechanisms for identifying false information. With the latest developments in artificial intelligence, machine learning, and technology, it is now possible to develop a technology-based solution to counter false information. Testing and education are two phases of the suggested fake news detection system. To combine and smooth datasets of real and fraudulent news articles, preprocessing work is needed for both ranges. The function extraction project extracts critical capabilities from the education dataset, which are then applied to device learning algorithms to expand a version of the bogus information detection system. Later on in the testing process, the version is run to verify the accuracy of the information and ascertain the veracity of the news stories. The effectiveness and dependability of the system's learning of the employed algorithm determines if the false news detecting mechanism is successful. Consequently, it is imperative to carefully choose and evaluate the collection of rules according to how well they work on training and testing datasets. Furthermore, the task of feature extraction needs to learn about characteristics that are effective in distinguishing genuine from fake news articles. Because fake news stories might closely resemble real ones, this task might be challenging. It is also crucial to remember other components, such as supply reliability, linguistic clues, and social interaction, in order to increase the efficacy of the suggested fake news detection system. These components can boost the detection model's effectiveness and offer priceless insights into the veracity of news stories. All things considered, the suggested approach for detecting false information is a promising method for identifying and countering false news. The mechanism attempts to provide a strong and reliable method of comparing information content and identifying false information by utilizing new technology advancements and a variety of methodologies.

Journal of Chemical Health Risks

www.jchr.org

JCHR (2024) 14(1), 2138-2146 | ISSN:2251-6727

7. Suggested Approach

The use of machine learning techniques to improve computerized systems for detecting false information is common. These models employ several textual houses, including capabilities in addition to headlines, hashtags, and metadata associated with a social media post, to assess information articles. Typically, supervised machine learning techniques are used to identify false information. To explore the links between terms inside a record, these algorithms combine tokenization and Term Frequency-Inverse Document Frequency (TF-IDF), two natural language processing techniques. These techniques aid in the retrieval of additional statistics and the extraction of functions that distinguish between accurate and false information. Along with function extraction and statistics preprocessing, which may be essential for accurate predictions, the faux information category and detection version procedure consists of other steps. To increase the high-quality of the records, preprocessing involves removing noise, erroneous entries, and outliers from the collection. To eliminate beside the point functions and increase prediction accuracy, several pre-processing techniques are employed, including stop word deletion, stemming, and lemmatization. The next stage in the system is feature extraction, when irrelevant parameters and capabilities are removed from the dataset in order to reduce complexity and boost prediction version efficiency. Ultimately, supervised learning methods are applied to train the machine learning version on categorized datasets of authentic and fraudulent news articles, allowing the classifier to discriminate between the two kinds of information. These tactics enable classifier systems to recognize fake news and give media organizations and social media platforms a valuable tool to combat the spread of false information.

8. Implementation

The contemporary research suggests utilizing a supervised machine learning algorithm, specifically the Passive Aggressive algorithm, as the method for implementing a fake news classification and detection system. The subsequent sections provide a full explanation of the several processes involved in the implementation and execution of the suggested approach. Data pre-processing refers to the steps used to clean, transform, and prepare raw data for analysis. The preprocessing phase of information is a vital component in natural language processing, particularly in the identification of false news, as it significantly influences the accuracy of the model when dealing with intricate data. The inclusion of hyperlinks, hashtags, and distinctive symbols in fake news articles contributes to the cacophony and disorganized nature of the data, necessitating proper purification before it can be utilized for categorization. Text processing algorithms are employed for preprocessing prior to feature extraction and analysis of the news content. Various preprocessing techniques are utilized to eliminate noise and enhance the performance of the model. The initial preprocessing technique involves converting all uppercase letters to lowercase in order to minimize ambiguity when the version labels the same phrase in different ways due to capitalization. Lowercasing is a useful method for preprocessing textual content that promotes uniformity within the feature set and tackles the issue of sparsity. Data easy-up, the second method, involves removing website URLs, punctuation, and special symbols. Extraneous hashtags, hyperlinks, emoticons, and distinctive characters are also removed in order to streamline social media posts and news articles. Tokenization is a preprocessing technique that involves dividing the information content into individual words. The fourth method, stop-word elimination, entails removing frequently occurring phrases that have minimal influence on the content. Stop-phrases are short phrases that are commonly used to structure language grammar but are not useful in text mining. The words that are filtered out of the facts to reduce noise include articles, conjunctions, prepositions, a few pronouns, common phrases such as 'a', 'for', 'the', 'an', 'is', and numeric values. The fifth technique, reduction and stemming, involves transforming phrases into their root forms to reduce functional complexity and improve model performance. Stemming is a technique employed to simplify a phrase by removing its suffixes and prefixes, thereby reducing it to its fundamental form. During the evaluation phase, the TF-IDF vectorizer, along with the remember vectorizer, is employed as preprocessing steps to convert textual data into vectors, ensuring that the models can process numerical data. Utilizing device learning techniques such as Count Vectorizer and TF-IDF improves efficiency and expedites the process.

Journal of Chemical Health Risks

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JCHR (2024) 14(1), 2138-2146 | ISSN:2251-6727

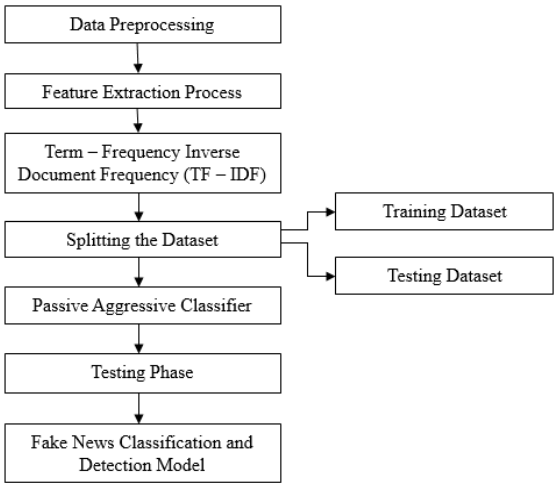

Figure 1 - Workflow of the fake news model

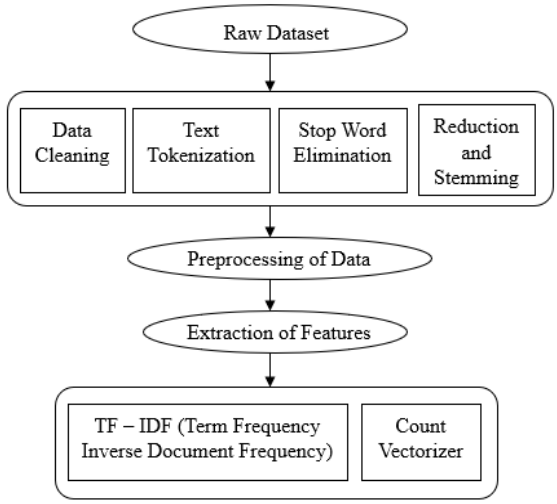

Figure 2 - Steps in data processing

9. Feature Extraction

Phony information is typically distinguished by the utilization of irrational language and propagandistic content, making it a tough process to distinguish between authentic and phony statistics. To reap correct consequences in identifying false information, it is vital to have an easy and dependable dataset, acceptable features, and a sturdy classifier. Feature engineering plays a crucial position in choosing the maximum suitable capabilities from the dataset to optimize the overall performance of the model. While numerical elements are frequently utilized in machine learning, structural capabilities like strings and graphs also can be hired. In the context of faux news detection, capabilities can be taken from extraordinary aspects of the information piece, which includes its name, word be counted, sentiment, and others. However, including too many trivial or repeating features might significantly affect the classifier's accuracy and overall performance. To deal with this challenge, characteristic discount procedures may be applied to lessen the scale of the text function area, consequently getting rid of not exceptional phrases, and that specialize in handiest people who seem a positive variety of instances. Feature engineering plays a significant position in enhancing the consistency and precision of the mastering process, as relevant capabilities are derived from raw information.

10. Term Frequency - Inverse Document Frequency (TF- IDF)

The method of Term Frequency- Inverse Document Frequency (TF- IDF) is typically used in natural language processing to measure the prevalence of a word in a dataset. This technique assigns weights to each word or term in a document based on its significance within the document and across the entire dataset. The weight of a term is calculated by considering both the term frequency within a document and the inverse document prevalence across the dataset. The use of TF- IDF allows for the effective identification of commonalities between documents and the retrieval of applicable information. While the count vectorizer approach is partial towards the most common keywords, the TF- IDF vectorizer solves this issue by correcting the most generally used terms and importing the term count based on how often they appear throughout the dataset. This approach assigns a numerical value to each word or term on the basis of its significance within the document and dataset. The count attribute vectors attained by the count-vectorizer are re-weighted using the TF- IDF transpose approach, which enhances the precision of forecasting and classification results. This approach is particularly useful in correlating applicable and important information in a large dataset, which is vital in tasks like as text classification and information extraction. The use of TF- IDF in natural language processing has been proven to be effective in different operations, similar as sentiment analysis, content modeling, and fake news discovery. The capability to assign weights to terms based on their significance within a document and across a dataset improves the preciseness and effectiveness of machine learning models. Overall, the use of TF- IDF is an important step in the preprocessing of textual data and

Journal of Chemical Health Risks

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JCHR (2024) 14(1), 2138-2146 | ISSN:2251-6727

can greatly enhance the performance of machine learning algorithms.

The term frequency (tf) of a term or word 't' in a document 'd' is determined by counting the occurrences of 't' in 'd' and dividing it by the total number of words in 'd.'

$$\mathrm{TF}(t,d) = \frac{\text{count of } t \text{ in } d}{\text{number of words in } d}$$

The document frequency (df) of a term (t) represents the occurrence of the term across multiple documents in a corpus. It indicates how many documents contain the term, regardless of the total number of documents in the collection.

$$\mathrm{DF}(t) = \text{occurrence of } t \text{ in documents}$$

The inverse document frequency (idf) of a word is calculated based on its occurrence in the document collection. Common words (for example - 'a,' 'an,' 'the') have lower idf values, indicating less significance. The formula for calculating the inverse document frequency (idf) of a term is given by taking the logarithm of the ratio between the total number of documents in the dataset (N) and the document frequency of the term (df(t)).

$$\mathrm{IDF}(t) = \log\left(\frac{N}{\mathrm{DF}(t)}\right)$$

The Term Frequency-Inverse Document Frequency (tf-idf) score of a term (t) in a document (d) is calculated by multiplying its term frequency (tf (t, d)) with its inverse document frequency (idf(t)).

$$\text{TF-IDF} = \mathrm{TF} \times \mathrm{IDF}$$

Therefore,

$$\text{TF-IDF}(t,d) = \mathrm{TF}(t,d) \times \mathrm{IDF}(t)$$

11. Count Vectorizer

Text processing is an essential component of natural language processing (NLP) that aims to transform raw textual data into a form that can be effectively analyzed by machine learning algorithms. One of the most commonly used techniques for text processing is the Count Vectorizer method, which involves counting the frequency of words within a document. This technique is highly effective in developing a vocabulary of recognized characteristic terms and encoding new documents using that vocabulary. Another technique used in text processing is word embedding, which involves transforming text data or individual words into vectors. In this method, each word is represented in the form of an n-dimensional dense vector, with vectors being comparable for similar words. The Count Vectorizer method is highly effective in generating a table for every word, along with the occurrence of each class. This enables efficient analysis and classification of textual data. However, it is important to note that the Count Vectorizer method is biased towards common keywords and may disregard unusual terms that could improve model training. To overcome this issue, word embedding techniques such as the Continuous Bag of Words (CBOW) and Skip-gram models can be used to represent words as vectors in a more meaningful way. These techniques take into account the context of a word and its neighboring words, allowing for more accurate representation of word meanings. Thus, text processing techniques such as Count Vectorizer and word embedding play a crucial role in the effective analysis and classification of textual data in natural language processing. While Count Vectorizer is a simple and effective method, more advanced techniques such as CBOW and Skip-gram models can be employed to improve the performance and efficiency of NLP tasks.

12. Passive Aggressive

The Passive Aggressive classifier is a valuable tool for classification tasks in big data scenarios. This method is particularly suitable for situations where the amount of data is significant, and traditional approaches that rely on a learning rate are not feasible. The Passive Aggressive algorithm is known for its aggressive nature, which refers to the method's capability of modifying the weight vector, a representation of non-classified data, at each iteration based on the regularization parameter. The passive part of the algorithm implies that no modification to the weight vector is made when the instance is correctly classified. However, when the classification is incorrect, the weight vector is adjusted aggressively to correct future predictions based on the current misclassified instance. The Passive Aggressive algorithm performs a new classification at each iteration, and if the classification is incorrect, it modifies the weight vector in a way that depends on the regularization parameter and the level of confidence in the classification. Therefore, the algorithm is called Passive

Journal of Chemical Health Risks

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JCHR (2024) 14(1), 2138-2146 | ISSN:2251-6727

Aggressive because it maintains a passive approach to unchanged instances and takes an aggressive approach to instances that need adjustment. The Passive Aggressive classifier is well-suited for detecting fake news on social media platforms like Twitter because it can efficiently process the vast amounts of data that are constantly being added to these platforms. Twitter's dynamic nature makes it a perfect use case for the Passive Aggressive algorithm, as it can quickly and accurately classify new tweets based on the current state of the model. Therefore, the Passive Aggressive classifier is an effective and practical tool for detecting fake news in real-time scenarios with large datasets.

13. Results and Discussion

The evaluation of system performance and analysis of model efficacy are essential for any successful implementation of a predictive model. In the context of detecting fake news, an accuracy of 99 percent is considered a positive and effective outcome. To evaluate the efficiency of the proposed model, news data is used as input, which is then fed to the developed system. The system generates text based on the input and predicts the result, thus providing output to the user, thereby classifying a news article as real or fake. For this task, the Passive Aggressive algorithm is implemented with the regularization parameter set to 0.5, the maximum number of iterations set to 50, and the hinge loss function. The output of the TF-IDF vector is then passed onto the passive-aggressive classifier. The model is able to achieve a remarkable 99 percent efficiency. This outcome suggests that the proposed model is efficient and effective in the classification and detection of fake news. Furthermore, analysis of the model's efficacy and performance is conducted to assess its overall ability to detect fake news accurately. This analysis will enable us to understand the robustness of the model and the proficiency of its classification.

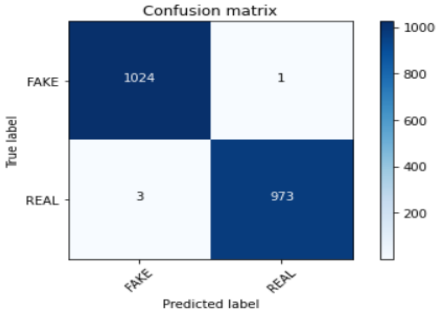

Figure 3- Confusion matrix, without normalization

Dataset	Fake News Dataset
Classifier	Passive Aggressive
Features	News Articles
Performance Metric	Accuracy
Score	0.99 %

Table 1 - Performance evaluation of model

14. Conclusion

The prevalence and impact of social media have experienced a substantial surge in recent years. In contemporary times, a significant number of individuals belonging to the millennial generation exhibit a preference for consuming news through social media platforms rather than relying on conventional mainstream media sources. Nevertheless, this phenomenon has resulted in a surge in the dissemination of false information on the internet, as it is far simpler to propagate content on social media platforms without undergoing any type of verification. With the advancement of digital media, the spread of deceptive information has become increasingly widespread. The dissemination of inaccurate information on social media can have detrimental effects on journalism and democracy by deceiving individuals. Misinformation exerts a profound influence on societal perceptions and decisions due to its quick dissemination and consequential outcomes. Owing to the prevailing lack of awareness among internet users on specific subjects, misinformation can rapidly attain viral status. Furthermore, individuals' reliance on social media platforms and the attraction of sensationalist headlines can also foster the dissemination of false information. Spreading incorrect information can cause significant stress to people, deceive the public, disrupt social cohesion, undermine the trustworthiness of governance, and present a grave danger to the overall welfare of society. Hence, it is imperative to devise efficient techniques for detecting and eliminating counterfeit news. The suggested methodology for classifying and detecting fake news involves the utilization of machine learning techniques to differentiate between authentic and fabricated news articles. This method can assist in verifying the authenticity and accuracy of news data shared on social networking sites, hence mitigating the dissemination of false information to some degree. Detecting fake news can aid in categorizing and pinpointing crucial characteristics that can be utilized for

Journal of Chemical Health Risks

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JCHR (2024) 14(1), 2138-2146 | ISSN:2251-6727

the identification of fake news. The proposed approach, boasting an impressive accuracy rate of 99 percent, is immensely advantageous in categorizing false information and promoting public consciousness. Consequently, it effectively protects social media users from misleading and deceitful content.

15. Future Scope and Research Directions

Lately, the proliferation of false information on digital platforms has become more widespread and detrimental to society. Consequently, there is an increasing demand for research that specifically aims to differentiate between authentic and fabricated news. The future scope encompasses prospective research endeavours that could contribute to the progress of fake news study. This study aims to construct an intelligent verification framework that comprehensively examines several aspects of news, including established facts, information sources, subject matter, connected URLs, geographical location, year of publication, and source reliability. Furthermore, further research could focus on enhancing the precision of the identification method by investigating supplementary distinguishing attributes, such as visual and style-oriented qualities. Constructing and employing open databases to assess the efficacy of false information detection systems could establish a more robust basis for future research. Striking a balance between the unfettered expression of ideas, the protection of users' private rights, and the concerns of communities and governments is a formidable task. Hence, it is imperative for future studies to prioritize areas such as augmenting the framework through the integration of several meta-data elements and promoting engagement between news and related articles in order to acquire more pertinent and high-quality information. Prospective study initiatives involve integrating attribution feature mining with other variables to develop tools that not only identify probable faulty information, but also detect influence-based content intended to manipulate readers or target audiences into making incorrect or biassed decisions. The ongoing study and development of sophisticated fake news detection and classification systems will lead to an enhanced and more precise technique for identifying false content.

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Journal of Chemical Health Risks

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