

Universiti Teknologi MARA

**The Epidemiological Model for News
Dissemination via Twitter**

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STUDENT'S DECLARATION

I certify that this report and the research to which it refers are the product of my own work and that any ideas or quotation from the work of other people, published or otherwise are fully acknowledged in accordance with the standard referring practices of the discipline.

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ABSTRACT

News is very essential in daily life as it is the main source of information. Nowadays, Twitter has become one of the tools used by people to update with current news. Twitter also helps the mainstream media such as newspaper to report and spread the news via online immediately. Some of the breaking news become viral as soon as they were posted. However, the duration of its virality is uncertain. Thus, this study was conducted to investigate the dynamic of news dissemination via Twitter using an epidemiological model known as Susceptible-Infected-Recovered (SIR). The variables of interest are the users who are exposed to the news (active Twitter user), the users who receive and share the news (transmission) and the users who stop sharing the news (immune Twitter user). The SIR models with constant population and dynamic population were considered. News regarding chemical pollution in Pasir Gudang, Johor and mosque attack in Christchurch, New Zealand were selected as case studies. The data was observed approximately 14 days after the news was reported from two newspapers' Twitter accounts which are @staronline and @bharianmy from The Star and Berita Harian, respectively. The number of the people retweets, the number of likes and replies of the tweets and the number of followers of the related account have been collected. The linear stability analysis has been performed and numerical experiments have been conducted. The result showed that the duration of the virality of the news is longer in the model with a dynamic population than in the model with the constant population. Furthermore, the model with the dynamic population is more realistic in describing the spreading of news.

TABLE OF CONTENTS

CONTENTS	PAGE
SUPERVISOR'S APPROVAL	ii
STUDENT'S DECLARATION	iii
ACKNOWLEDGEMENTS	iv
ABSTRACT	v
TABLE OF CONTENTS	vi
LIST OF FIGURES	ix
LIST OF TABLES	xi
 CHAPTER ONE: INTRODUCTION	
1.1 Background of the Study	1
1.1.1 Sources of News	1
1.1.2 Media Social and Its Impact on News	4
1.1.3 Types of News	6
1.1.4 Twitter and Its Features	6
1.1.5 History and Statistics of the Twitter	7
1.2 Problem Statement	10
1.3 Objective of the Study	11
1.4 Scope of the Study	11
1.5 Significance of the Study	12
 CHAPTER TWO: LITERATURE REVIEW	
2.1 The Role of Twitter as Information Platform	13
2.1.1 Disease	13
2.1.2 Journalism	14
2.2 Verification of Information Spreading via Twitter	15

4.4.1	Analysis of Chemical Pollution in Pasir Gudang	57
4.4.1.1	Analysis of @staronline	57
4.4.1.2	Analysis of @bharianmy	58
4.4.2	Analysis of Mosque Attack in Christchurch	60
4.4.2.1	Analysis of @staronline	60
4.4.2.2	Analysis of @bharianmy	61
4.5	The Comparison between SIR Model with Constant Population And SIR Model with Dynamic Population	62

CHAPTER FIVE: CONCLUSIONS AND RECOMMENDATIONS

5.1	Conclusions	64
5.2	Recommendations	66

REFERENCES