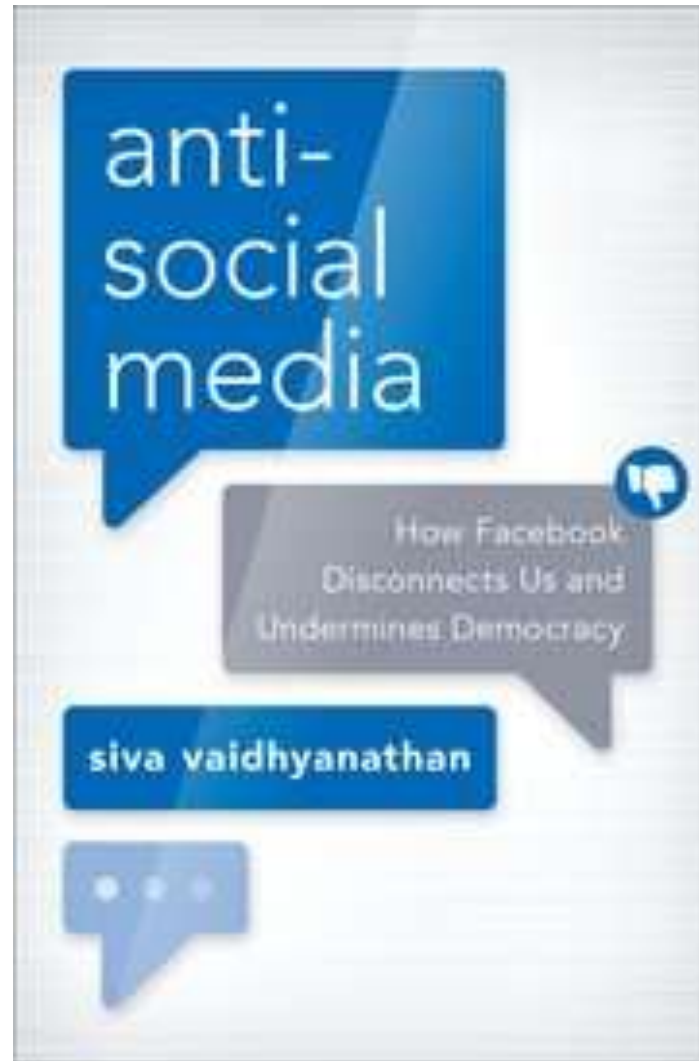


# Anti-Social Media

Roy Blake

April 2019



Oxford University Press, 2018

# The Web (1991)

- The internet had existed since 1983 but the worldwide web led to much wider internet use. Previously the internet was for nerds.
- Websites, hyperlinks, etc.
- Efficient search engines (especially Google).

# New Yorker, 1993



*"On the Internet, nobody knows you're a dog."*

# Social Networks

Today's social networks:

[Facebook](#) (2004) 2.3 billion users.

[YouTube](#) (2005), owned by Google, 1.9 billion users.

[Twitter](#) (2006) 270 million users.

[Instagram](#) (2010) photo sharing, owned by Facebook, 1 billion users.

Snapchat (2011) photo sharing, 200 million users.

Lesser known sites, modelled after old BBS format

[Reddit](#) (2005) 330 million users, moderated.

[4Chan](#) (2003)

[8chan](#) (2013)

# Social Media

- For many people, they are the main way to access the net, and news generally.
- Tend to emphasize what the user has liked previously.
- Become more extreme with time.
- Allow targeting of ads according to users' apparent prejudices.

# Feedback

- Negative feedback results in equilibrium.
  - Example: thermostat
- Positive feedback often results in instability and breakdown.
  - Example: sound system howling
- Social media tends to lead to extremism in a similar way.
- Sometimes moderate positive feedback can be good – a “virtuous circle.”

# Creating a Facebook Conservative

- Start with a brand new account: no friends, no posts.
- Search for Conservative party of Canada, Ontario PC Party, People's Party of Canada and "like" them.
- "Like" everything that appears in news feed and suggestions.
- A few NDP and Liberal posts appear but this dies out even though I "liked" them.



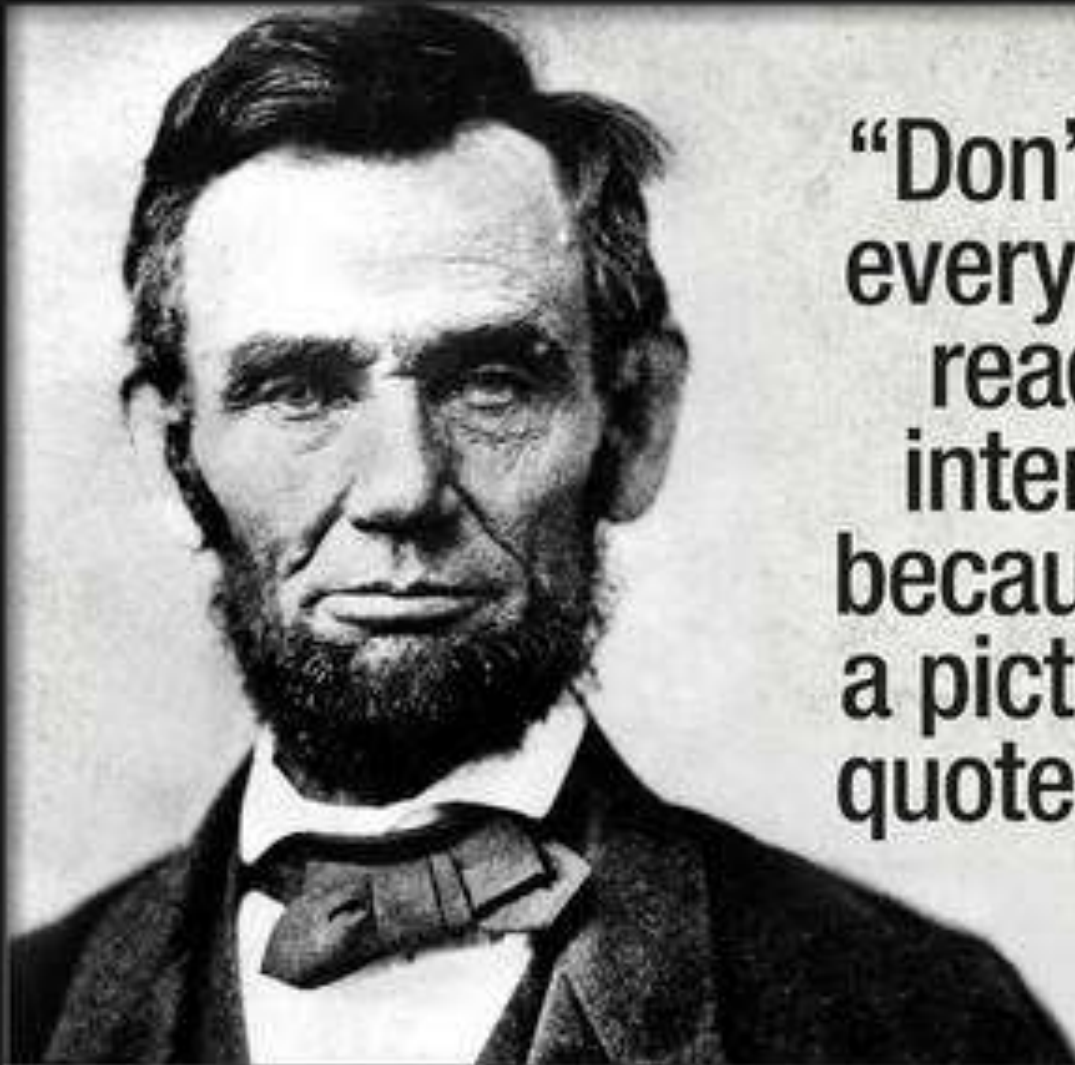
# A few minutes later, we see:

- Make Canada Great Again,
- Campaign Life
- Ontario Proud
- True North
- Canadian Taxpayers' Federation
- Elect Conservatives
- Ezra Levant

# Keep on Clicking -----

- Trudeau Must Go
- Yellow Vests Canada
- [Canadian Combat Coalition](#)
- Canadian Truth Seeking
- White People (auto-generated by Facebook!)
- The Conservative Hammer
- Liberty Now
- National Citizens Coalition
- Cultural Action Party
- [Wake up Canada](#)

# False Memes



**“Don’t believe  
everything you  
read on the  
internet just  
because there’s  
a picture with a  
quote next to it.”**

**~ Abraham Lincoln**

# Harmless



The greatest enemy of  
knowledge is not ignorance,  
it is the illusion of knowledge.

–Stephen Hawking



“The greatest  
enemy of  
knowledge is  
not ignorance,  
it is the illusion  
of knowledge.”

–Daniel J. Boorstin

# Annoying

**"We don't need  
US farmers anymore,  
we have  
grocery stores."**

**~ Justin Trudeau**

**LIKE AND  
SHARE**

**because**

**liberalism is**

**a mental disorder**

*The Voice*



# Dangerous

## NZ MOSQUE SHOOTING IS 100% FAKE NEWS

- No spent bullet casings anywhere (inside or outside)
- No bullet holes in the walls or doors
- No visible gunshot wounds on the bodies
- No REAL blood visible on the bodies
- No REAL blood pooling on the floor or near the bodies
- No REAL blood splatter anywhere of any REAL kind
- Clear evidence (see right) of a staged event
- BULLETS LIKE THIS GO THROUGH BODIES MAKING HOLES IN WALLS!

IT'S ALL ABOUT DISARMING THE  
PEOPLE AND TAKING AWAY MORE  
OF OUR FREEDOM OF SPEECH



No blood, no bullet  
holes... welcome to FF 101



# Pittsburgh Shooting: Cops Radio gives it away—False Flag



By Ian Greenhalgh

THE LIBERTY BEACON NETWORK  
FREE INDEPENDENT MEDIA

#RNG10118018

**Brooklyn Synagogue**

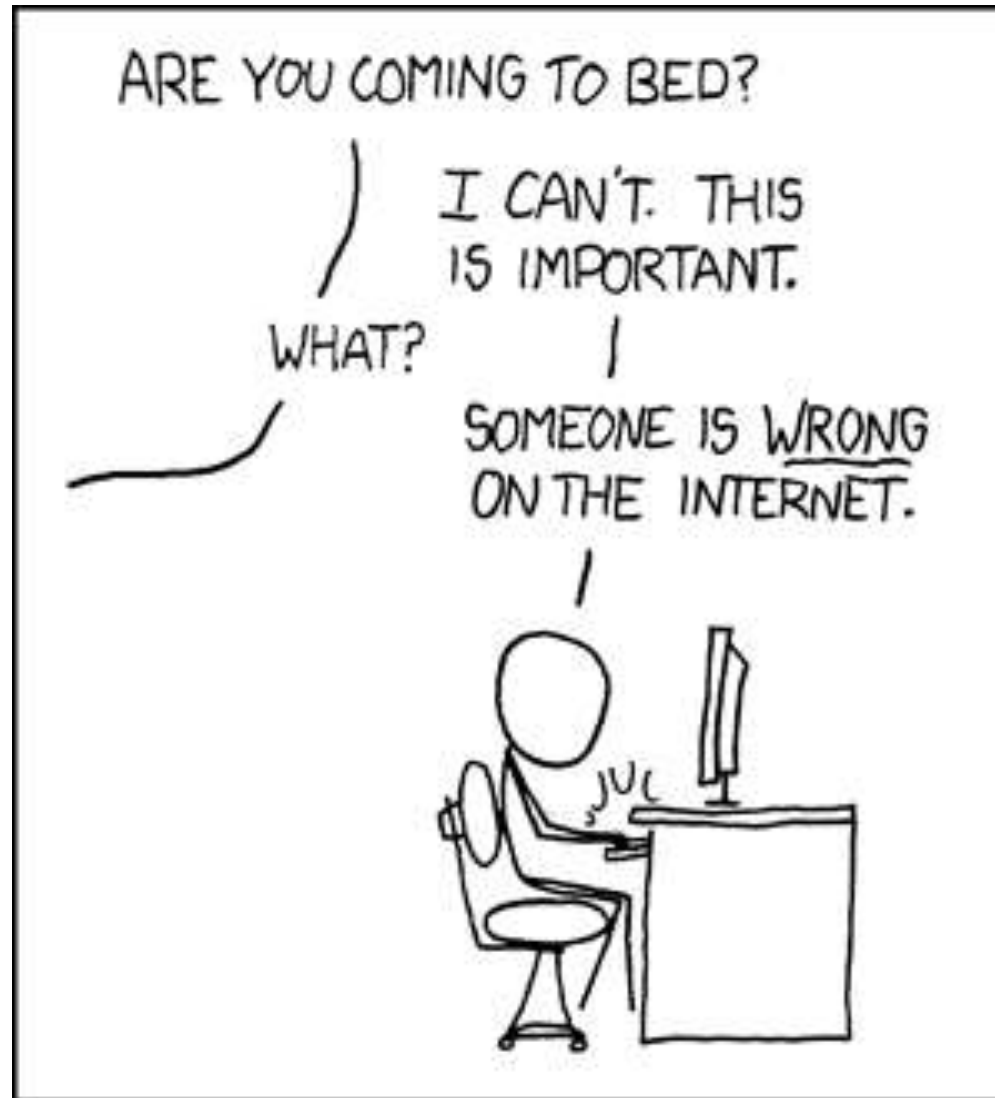
5,318 Tweets

**Kill all Jews**

6,376 Tweets

**Derek Branson**

# Internet Obsession





# Social Media and Hate Speech

- Policed mainly by artificial intelligence with some [human moderators](#).
- Difficult job due to volume (300 hours of video uploaded to YouTube every minute) – but they seem eager to flag [copyright](#).
- Also it's a problem to clearly define hate speech clearly and there's a Libertarian bias in Silicon Valley companies.
  - YouTube [example](#): caution but not removed.




The following content has been identified by the YouTube community as inappropriate or offensive to some audiences.

I UNDERSTAND AND WISH TO PROCEED

Adolf Hitler vs The Jew World Order by Eric Dubay

Rise Up Goyim



 **Certain features have been disabled for this video**

In response to user reports, we have disabled some features, such as comments, sharing and suggested videos, because this video contains content that may be inappropriate or offensive to some audiences.

# Minimal Response to Criticism

- Facebook removed Faith Goldy April 8 after protests (but YouTube and Twitter didn't – she has 110 videos on [YouTube](#), 6000 tweets on Twitter, about 100,000 followers on each.)
- But there is a new Facebook page, created April 10, called [Faith Goldy for Prime Minister in 2019](#).
- Also removed Soldiers of Odin and Wolves of Odin but [Sons of Odin](#), Pizzagate, Incel Army, QAnon, etc. are still there.

# Occasional “Fact Check” by FB

Sons of Odin  
Canada

Public group

About

Discussion

Members

Events

Photos

Search this group



Shortcuts

Unitarian Congregati... 1

UU Midwinter Retreat 12

+ Join Group

... More

Join this group to post and comment



CBTVN.COM

**Canada's Prime Minister begs Nigeria President for one million immigrants - Latest News**

The Prime Minister of Canada, Justin Trudeau, has...



2 Shares



Related Articles



FACTCHECK.AFP.COM **Fact-Checker**

**False: he Canadian High Commission in Nigeria has dismissed the claim, though it said Nigerians**

# Dangerous Lies: Myanmar

- Cellphone access went from less than 2% to 90% between 2012 and 2018. Internet access went from 1% to 25% in same period.
- Facebook offered free access via mobile phone. Twitter will work on phones without internet.
- Anti-Rohingya violence sparked by false reports on Facebook.
- Exacerbated by lack of FB staff who spoke the language.

# Is Government Regulation the Answer?

- Seems like a good idea. Currently being looked at.
- Watch out for overreach, for example:
  - On April 13, 2019, the EU directed the Internet Archive to delete these, among others, because of “terrorist content” :
    - [Project Gutenberg](#) : 58,000 public domain ebooks.
    - [Prelinger Archives](#) : public domain documentary films.
    - [C-span recordings](#) of US Congress debates.

# Propaganda from Governments

- Russian influence in US election (via Internet Research Agency)
  - 80, 000 FB posts and 120 pages reaching 126 million users (and their “friends”)
  - 36,000 Twitter “bots”, 1.4 million tweets
  - 1000 YouTube videos

# Propaganda on Social Media

The Very First Russian-Troll Post (of Thousands) for the 2016 US Election

 Heart of Texas added an event.  
May 5 at 6:44am · 🌐



MAY 21, 2016 / 12.00 P.M.  
**STOP ISLAMIZATION OF TEXAS**

**MAY 21** **Stop Islamization of Texas**  
Sat 12 PM - Islamic Da'wah Center 201 Travis S...  
79 people interested - 16 people going

★ Interested



# This one cost 3981 Rubles (\$89 US)

 **United Muslims of America** shared their event.  
Sponsored · 

The time has come to understand one simple thing: we the American muslims are as American



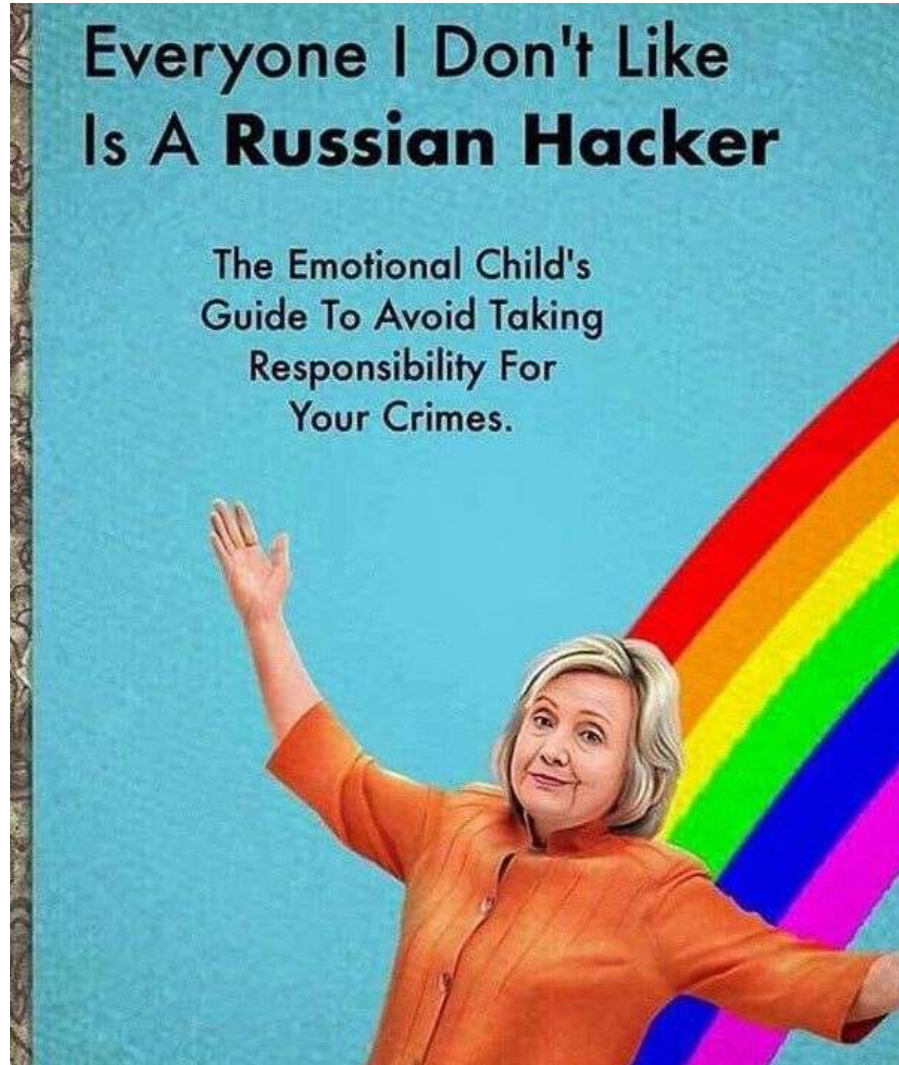
**JUL 9** **Support Hillary. Save American Muslims!**  
Sat 1 PM EDT · The Obama White House · Wash...  
150 people interested · 47 people going

★ Interested

174 Reactions · 36 Comments

 Like  Comment

# Also Posted by Russia!



# Twitter “Bots”

- Automated accounts can tweet hundreds of times per hour.
- Russian bots tweeted on both sides of the anti-vax campaign, apparently to sow discord.
- Millions of bots have been removed but they reappear just as quickly.

# Saudi Bots on Twitter April 2019

The since-suspended account for the empty "news site" The Globus was at the center of a 5,000 bot Twitter army denouncing the Mueller campaign and posting pro-Trump (and pro-Saudi) messages.

The screenshot shows the Twitter profile of 'The Globus' (@TheGlobus). The profile picture is a black circle with a white 'g' and 'THE GLOBUS' text below it. The bio reads: 'Stay Relevant. Briefs of the world news and more.' The location is 'Global' and the website is 'theglobus.net'. The account was joined in January 2016. The tweet statistics are: Tweets 128, Following 64, Followers 21.2K. The tweet is from 4 hours ago and contains the text: 'Jim Messina, campaign manager for former President Barack Obama's successful re-election campaign, predicted that Sen. Bernie Sanders, I-Vt., would be unable to counter President Trump's economic messaging and would therefore lose in a 2020 electoral matchup. Source: Fox News'. The tweet includes a video thumbnail showing Donald Trump at a podium with the text 'We're gonna win, we're gonna win so big. Thank you very much!' and 'LIVE 10:22 pm ET'. The video also has 'REPUBLICAN NATIONAL CONVENTION CLEVELAND' and 'SPAN' logos. The tweet has 3 retweets and 13 likes.

# Information Gathering

- Used to target ads and suggest things you might “like.”
- May also be given or sold to others.
- Facebook by far the worst but Google does it too.
  - Facebook has been caught many times and always apologizes and says it won’t happen again.

In the 1990's

ON THE INTERNET,  
NOBODY KNOWS  
YOU'RE A DOG.



Now

OUR METADATA  
ANALYSIS INDICATES  
THAT HE IS DEFINITELY  
A BROWN LAB.

HE LIVES  
WITH A WHITE AND  
BLACK SPOTTED  
BEAGLE-MIX, AND  
I SUSPECT THEY  
ARE HUMMING.



# Cambridge Analytica

- Used information from an online personality test to target ads for 2016 US election.
- The exact way they did it is now prevented, but there are new data-leak revelations almost daily.
- Beware any quiz or test on social media.



## Short Personality Test - Introduction

This test measures your BIG5 personality, one of the most popular scientific measures of personality. You will see 20 statements, one at a time, and you will be asked to evaluate the extent to which you agree with them. Please answer honestly with regard to how you see yourself in the present moment, not how you would like to be in the future. There are no incorrect answers nor any personality profile that is inherently more desirable than another.

If you would like an even more accurate measure of your personality traits, then please click [here](#) to take our 100-item version as well.

### References

Donnellan, M.B., Oswald, F.L., Baird, B.M., & Lucas, R.E. (2006). The mini-IPIP scales: Tiny-yet-effective measures of the Big Five factors of personality. *Psychological Assessment*, 18, 192-203

Proceed



# Used to Guess Passwords



Good Old Days

March 9 at 8:30am · 🌟

👍 Like Page

***DO YOU REMEMBER YOUR***



***FIRST GRADE TEACHERS NAME?***

9.3M Views

# What is your birthdate?

<b>PERSONALITY</b> Joyful	<b>STRONG POINT</b> Unshakable faith	<b>WEAK POINT</b> You can't say no
<b>YOU LOVE</b> Family	<b>JAN 1</b>	<b>GENTLE SIDE</b> You help those in need
<b>FIERCE SIDE</b> You protect those you love	<b>YOU HATE</b> Bad character	<b>SECRET</b> A softer heart doesn't exist

Done when not logged into Facebook. Showed which of my “friends” had taken it anyway.

# Facebook Itself Categorizes Users

The screenshot shows the 'Edit "People you choose through targeting" audience' window. At the top, there is a map with a 'Drop Pin' button. Below the map, the text reads 'Detailed targeting' and 'INCLUDE people who match at least ONE of the following'. A list of categories is shown, including 'German Schutzstaffel', 'History of "why jews ruin the world"', 'How to burn jews', 'Jew hater', 'German Schutzstaffel', and 'NaziParty'. A tooltip for the 'Jew hater' category displays '2,274 people' and a description: 'Description: People who listed their main subject or field of study as Jew hater on their Facebook'. Below the list, there are buttons for 'Add demographics, interests or behaviours', 'Suggestions', and 'Browse'. At the bottom, there is a gauge showing 'Your audience selection is great!' and 'Potential audience size: 108,000 people'. The gauge has 'Specific' on the left and 'Broad' on the right. At the very bottom, there are 'Cancel' and 'Save' buttons.

“Jew Hater”  
category

Found by  
ProPublica  
2017

# Facebook collected email passwords and Contacts at Signup (2019)



# Surveillance

- Very possible, by, among others:
  - Governments
    - Demanding passwords at borders.
  - Employers and prospective employers
    - Looking at social media profiles before and during employment.
      - Sometimes asking for passwords.
  - Personal and political enemies
    - Can often obtain personal information and use it against people.
    - “SWATting”

# Why are these Media Antisocial?

- Direct the conversation to maximize income.
  - Leads to extremes.
- Oblivious to facts/falsehoods.
- Susceptible to hidden influences.
- Harvest personal information.
  - Sell it without knowledge or consent.

# Ways to Fight Back

- Support government regulation (done carefully.)
- Use social media for actual socializing.
  - Go directly to media sites for news.
- Be careful with memes.
  - Can anything important be conveyed with a picture (often fake) and a caption?
- Fact-check, especially items that confirm your prejudices.
- Assume everything you post is public, for ever.

# Watch for Fake Photos

- Tweeted by a British MP, April 22 this year, as a photo of Israeli soldiers beating a Palestinian youth.
- Turned out to be a photo from 2015 of Guatemalan soldiers.





# And Remember:

- If you didn't pay for the product, you ARE the product. (Attributed to various sources.)