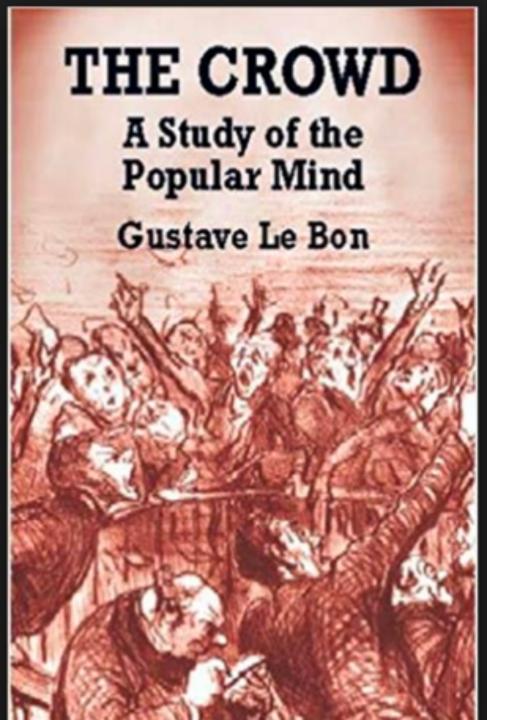
Deviant Mobs of the Internet Bots, Trolls, and Misinformation

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Endowed Chair and Distinguished Professor
Collaboratorium for Social Media and Online Behavioral Studies (COSMOS)
University of Arkansas – Little Rock



The Crowd

- Gustav Le Bon (1895), The Crowd: A Study of the Popular Mind
- Expressed skepticism about the shift from an agrarian society to city living. Le Bon wrote, the urban crowd is marked by "impulsiveness, irritability, incapacity to reason" and "the exaggeration of the sentiments." A man on his own "may be a cultivated individual," but "in a crowd, he is a barbarian."
- Now, we have "Twitter mobs"

Vicious "Online" Mobs

TIMOTHY MCLAUGHLIN BACKCHANNEL 12.12.18 07:00 AM

HOW WHATSAPP FUELS FAKE NEWS AND VIOLENCE IN INDIA





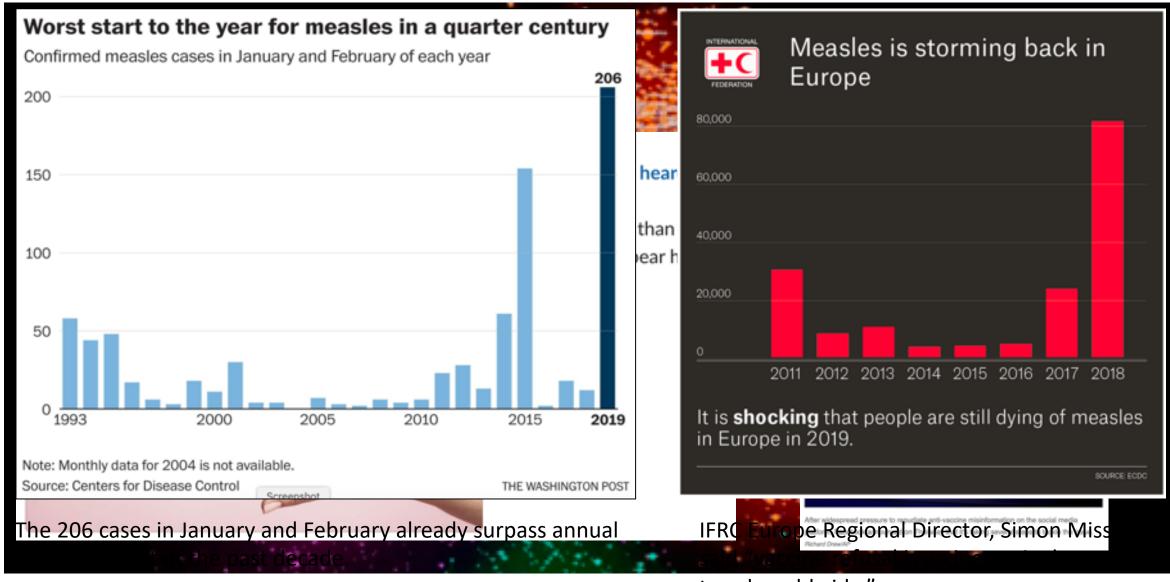


BY THE TIME police arrived in the hamlet of Rainpada on July 1, 2018, the village council office was the scene of a massacre.



Online Deviant Groups





trend worldwide."

Health & Wellness Misinformation



"Statins cause Cancer!"



Pink salt will "regulate your blood sugar and sleep cycle."

Misinformation in Agriculture

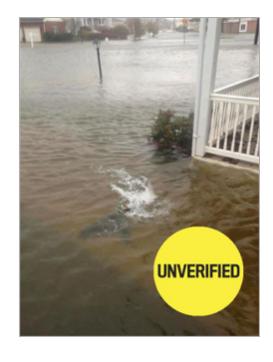


Numerous fake reports of contaminated turkey in Walmart before Thanksgiving 2015. Within hours several hundred claims were reported on Twitter. Walmart ignored it as a hoax. Many of the claims came from accounts linked to a pro-Kremlin propaganda agency charged by Special Counsel Robert Mueller's office.



Misinformation in Disasters







During Hurricane Sandy in 2012, the following rumors were floating on social media.

- Sharks swimming through waterlogged suburban neighborhoods,
- Statue of Liberty engulfed in ominous clouds, and
- Floor of the New York Stock Exchange flooded.

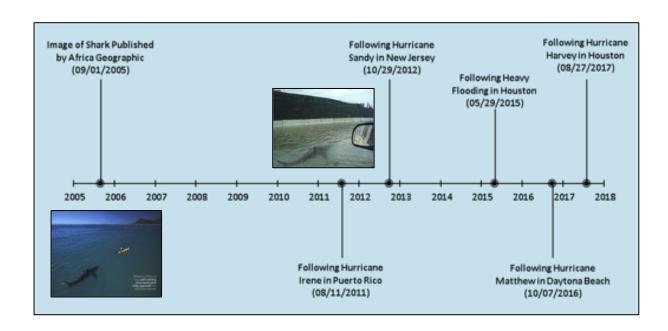
Source: http://www.nytimes.com/2012/11/01/technology/on-twitter-sifting-through-falsehoods-in-critical-times.html

During <u>Hurricane Harvey in 2017</u>, again the "shark on highway" hoax went viral.

Source: https://www.washingtonpost.com/news/the-intersect/wp/2017/08/28/no-the-shark-picture-isnt-real-a-running-list-of-harveys-viral-hoaxes/

"Shark on Highway" Hoax during Disasters

During crises events, misinformation is rampant. One of the most commonly spread hoaxes is "shark on highways". Timeline below illustrates this hoax as it is propagated during various hurricanes in the U.S.



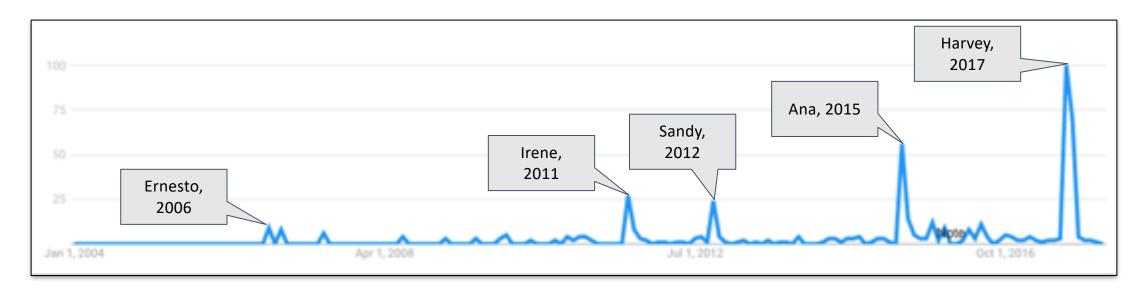
Original image was published in Africa Geographic magazine in September 2005.

Used as hoax during Hurricane Irene in 2011, Hurricane Sandy in 2012, Houston Flood in 2015, Hurricane Matthew in 2016, and finally in our collected datasets for Hurricane Harvey, Hurricane Irma, and Hurricane Maria in 2017.

A simple analysis about "shark on highways" using Google Trends shows the following... (next slide)

Shark Hoax over Time

Interest in the hoax, "shark on highways" has grown significantly over time. Illustrated below is the interest volume in the shark hoax over 2004 - 2017 period. Interestingly, spikes align with weather events, starting from Ernesto (2006) to Harvey (2017). Bigger spikes in the trend are observed in the recent years.



Computational (AI) Propaganda

New AI fake text generator may be too dangerous to release, say creators

The Elon Musk-backed nonprofit company OpenAI declines to release research publicly for fear of misuse



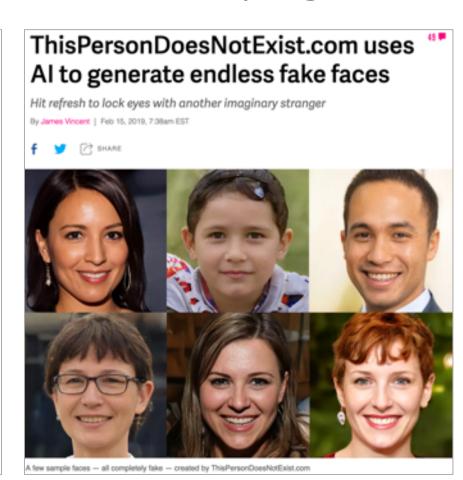
▲ The Al wrote a new passage of fiction set in China after being fed the opening line of Nineteen Eighty-Four by George Crwell (pictured). Photograph: Mondadori/Getty Images

The creators of a revolutionary Al system that can write news stories and works of fiction - dubbed "deepfakes for text" - have taken the unusual step of not releasing their research publicly, for fear of potential misuse.

OpenAI, an nonprofit research company backed by Elon Musk, Reid Hoffman, Sam Altman, and others, says its new AI model, called GPT2 is so good and the risk of malicious use so high that it is breaking from its normal practice of releasing the full research to the public in order to allow more time to discuss the ramifications of the technological breakthrough.

Fake text:

https://www.youtube.com/watch?v=XMJ8VxgUzTc



Fake images:

https://thispersondoesnotexist.com/

Buzzfeed Created a 'Deepfake' Obama PSA Video

By Ryan Whitwam on April 18, 2018 at 12:30 pm 23 Comments





We've seen neural network technology take off in recent years as companies like Google and IBM create ever-smarter mechines. Computers can beat humans at Go and spot exoplanets now, but there's a potentially darker side to this technology. Several months ago, a group of developers released a power face-swapping neural network, which was, of course, used to make porn. Now, Buzzfeed has created a video that shows a more troubling side of this technology. The video shows former President Barack Obama saying things he never said, and it looks surprisingly believable.

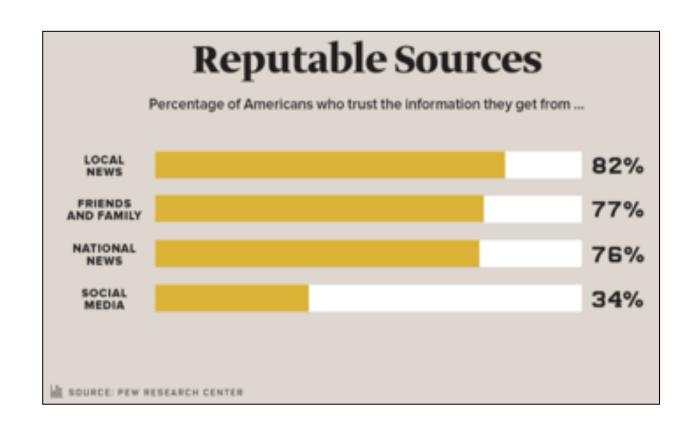
The tool is known as FakeApp, but the videos are usually called "Deepfakes" because that's the handle used by the original developer on Reddit. You can download the code freely all over the internet, but it's not easy to set up—you need to configure Nvidia's CUDA framework to run the FakeApp TensorFlow code, so the app requires a GeFord of GPU. The video you want to alter has to be split into individual frames, and you need a large number of high-resolution photos of the face you want to insert. In the case of Obama, there are plenty of photos online that can be used to generate a model.

Fake videos:

https://www.youtube.com/watch?v=cQ54GDm1eL0

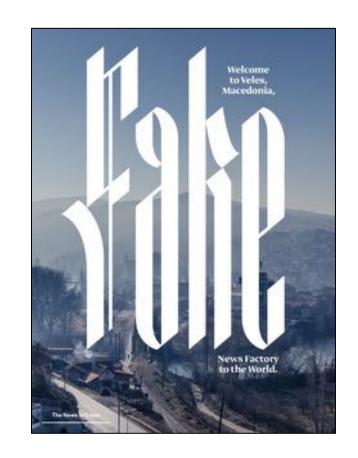
Manipulation & Monetization

- Many people trust news that comes from their friend circle on social media channels
 - 34% Americans <u>trust the</u> <u>information</u> from social media (Pew Research Center, 2016).
 - 14% Americans consider social media as the most important source of information (the National Bureau of Economic Research (NBER), 2017).



Manipulation & Monetization

- Running a fake-news campaign is cheap:
 - For \$55,000 you could discredit a journalist;
 - For \$200,000 you might instigate a street protest.
 - For \$30 an 800-word fake news article, written by Chinese content marketer Xiezuobang
 - For \$621 a video appears in YouTube's main page for two minutes, created by Russian firm SMOService
 - For \$25 to have 2,500 Twitter followers all retweet a link for you



Source: Cyber security firm Trend Micro, 2017

Hysteria Propagation

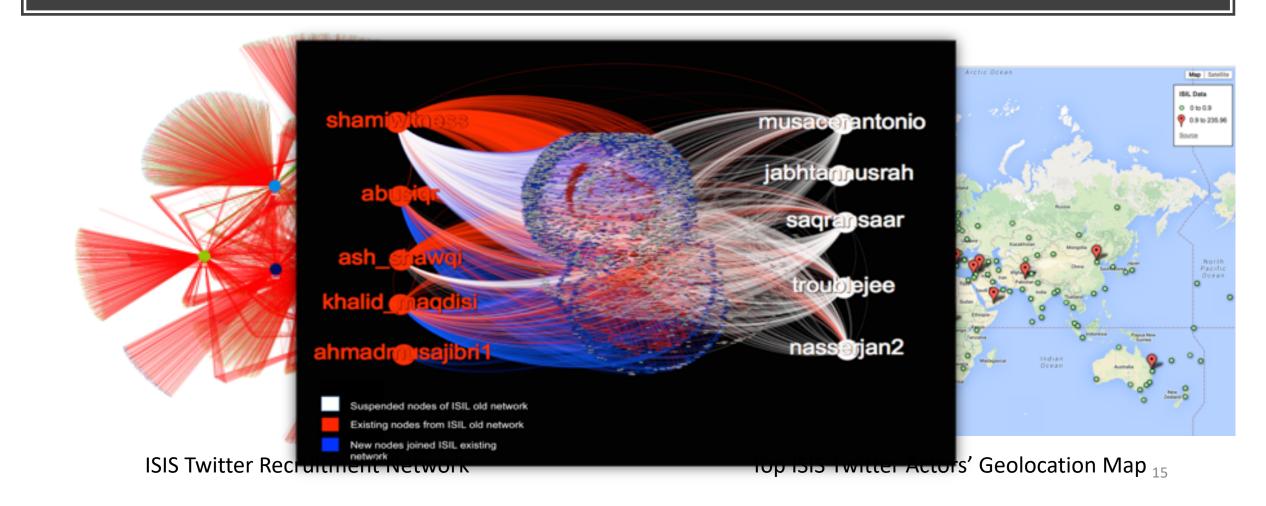
- Shawn Dawson, a prominent YouTuber released a 104-min documentary with bizarre hypotheses
 - Popular children's TV shows contain subliminal messages urging children to commit suicide
 - Recent string of deadly wildfires in California was set on purpose – to collect insurance or to test "directed energy weapon" by the military
 - Chuck E. Cheese recycles customers' uneaten pizza slices into new pizzas
- Over 30 million views in just one month

THE SHIFT

You Tube Unleashed a Conspiracy Theory Boom. Can It Be Contained?



Radicalization and Recruitment





- Cross platform orchestration
 - Growing use of niche platforms
- Communities and coordination
 - Flash mob style coordination
 - Blogger communities
 - Blog farms (a.k.a. coordinated clickbait)
 - Computational (AI) propaganda coordinated deep fakes
- Algorithmic manipulation

Ongoing Efforts

- Actively tracking anti-West, anti-EU, anti-NATO propaganda
- Participated in various NATO exercises to assist public affairs and social media monitoring







Trident Juncture 2015



Brilliant Jump 2016



Anakonda 2016



Trident Juncture 2018



Baltic Operations 2019

- Monitored groups like ISIS, deviant hacker networks
- Monitoring disinformation campaigns in the Asia Pacific region
- Monitoring 2019 Canadian Elections

Cross-Media Dissemination



A YouTube channel with several Anti-NATO propaganda videos. The channel is called, "ANTI NATO".



A blog using YouTube video to spread anti-NATO propaganda suggesting NATO's troops obstructing Russian operations in Syria thereby helping ISIS.



A blog using YouTube video to spread anti-NATO propaganda by suggesting NATO is waging war against Syrian refugees.



















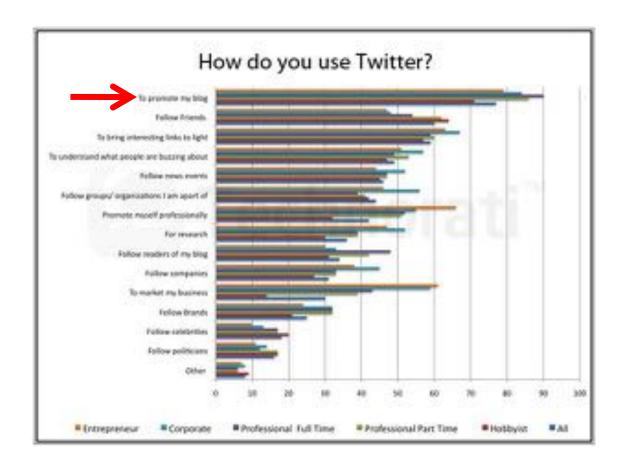




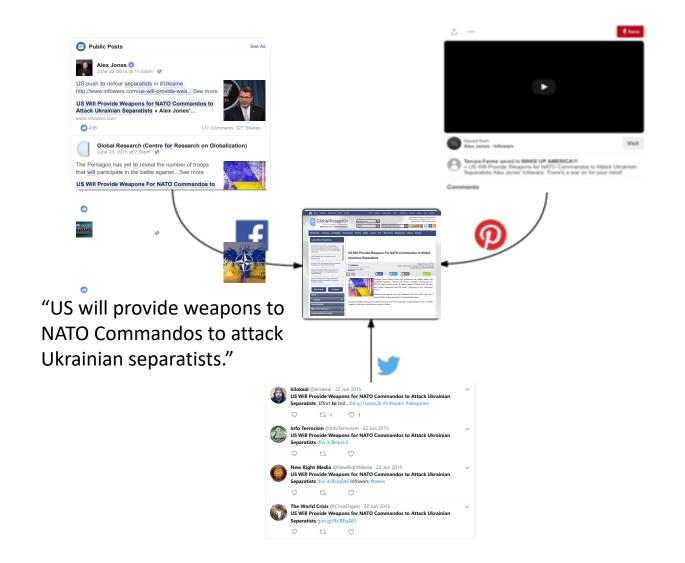
18

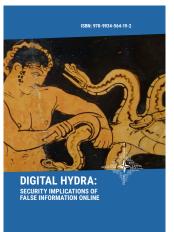
Why Blogs?

- Afford power and freedom to express opinion, frame narratives more effectively than any other social media platform
- No character limit
- No censorship
- Provide digital town halls



Cross Media Dissemination of Content





Blogs, Fake News, and Influence Operations. *Digital Hydra: False Information Online as a Weapon*, **NATO StratCom COE**, November 2017.



Examining Strategic
Integration of Social Media
Platforms in Disinformation
Campaign Coordination.

NATO StratCom COE, July
2018

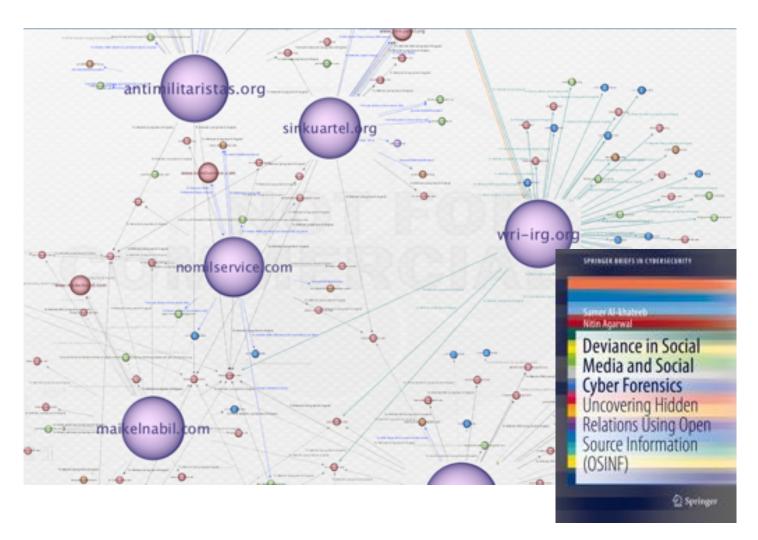
Cross Media Campaign Network



Social Cyber Forensics

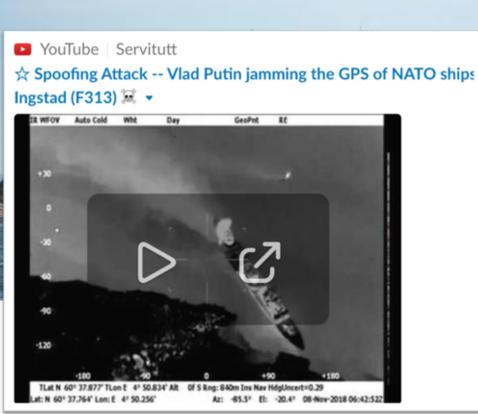
Cyber forensic analysis helps extracting metadata, such as,

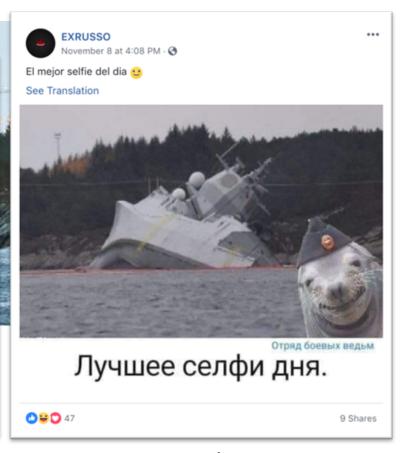
- Web traffic tracker codes (Google Analytics IDs)
- Email addresses
- IP address
- Contact details e.g., phone number
- Names under which the domain is registered
- Other digital/social presence e.g., Twitter handles, YouTube links, Facebook profile, other blogs, etc.



Helge Ingstad Collision – Cross Media Integration

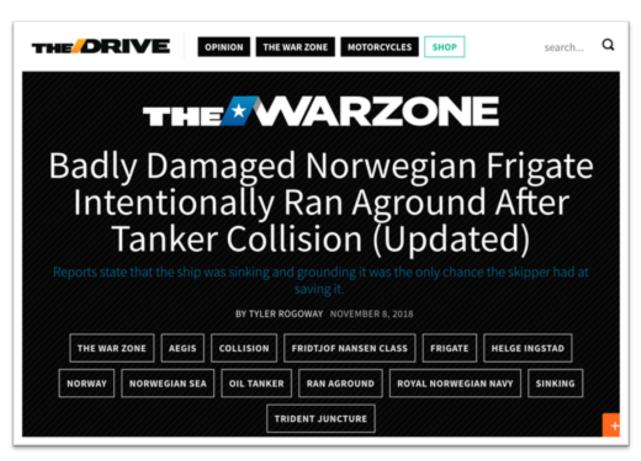




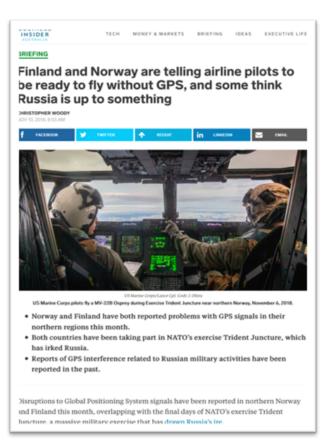


Twitter YouTube VKontakte

Helge Ingstad Collision – Cross Media Integration

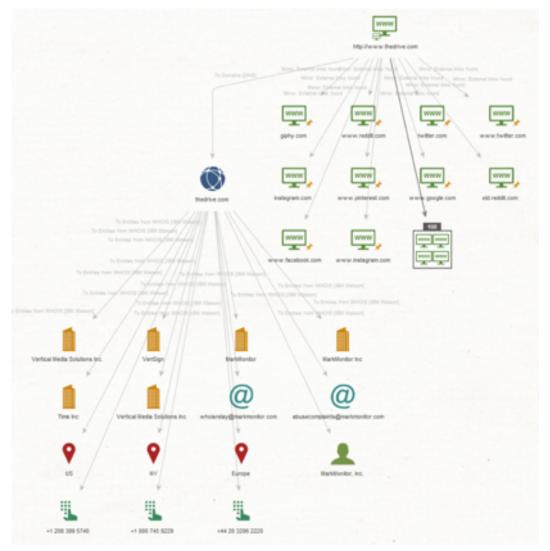


Blog



Other News Media

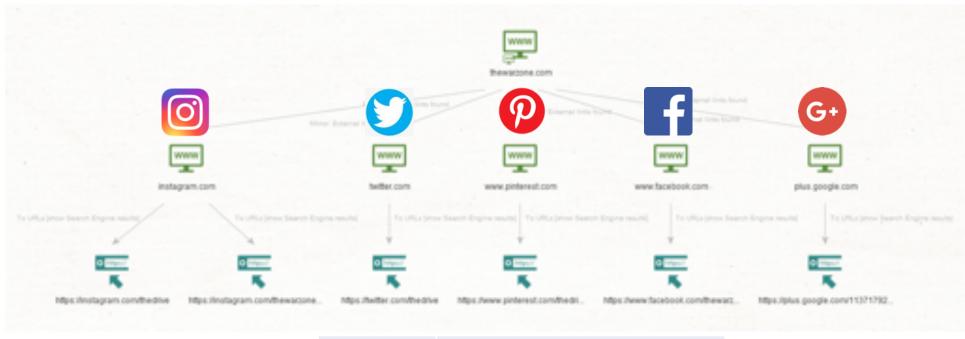
Cyber Forensic Analysis - The Drive Blog





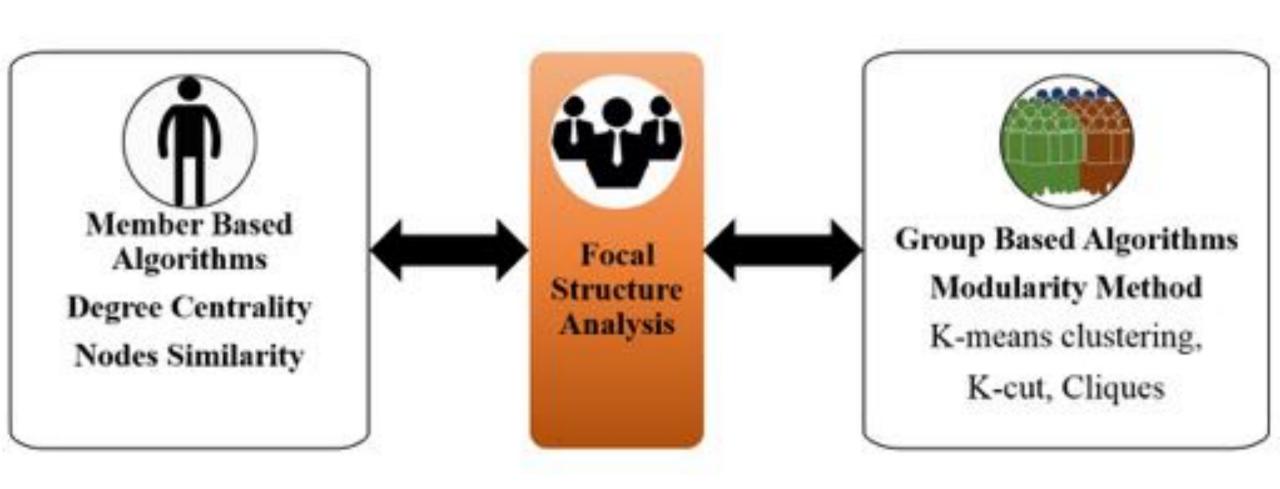
Location	IP address
United States	72.52.10.14
Phone Numbers	Location
+44 20 3206 2220 +1 208 389 5740 +1 800 745 9229	UK USA USA

Social Media Footprint – The Warzone Blog



Social Media	URL/Account handle
Twitter	@thewarzonewire [https://twitter.com/thewarzonewire] @thedrive [https://twitter.com/TheDrive]
Facebook	https://www.facebook.com/thedrive https://www.facebook.com/thewarzonewire
Google	https://plus.google.com/+Thedrive-online
Instagram	https://instagram.com/thedrive https://instagram.com/thewarzonewire
Pinterest	https://www.pinterest.com/thedrive0042

Communities and Coordination



Focal Structure Analysis

Bi-level Optimization

Node-level optimization

$$\max \sum_{i=1}^{n} \delta_{i}$$
Subject to
$$\delta_{i} = \{d\vec{c}_{1} \leq d\vec{c}_{2} \leq d\vec{c}_{3} \leq \cdots \leq d\vec{c}_{i}\} - \overline{dc_{j}^{Q}} \quad \forall i, j \qquad (2)$$

$$d_{i}^{c} = \sum_{j} m_{ij} \quad \forall i \qquad (3)$$

$$d_{i}^{c} \geq 2 \quad \forall i \qquad (4)$$

$$D_{G}^{L} = \frac{1}{n} \sum_{i=1}^{n} d_{i}^{c} \qquad (5)$$

$$D_{G}^{L} < d_{i}^{c} \leq D_{G}^{U} \qquad \forall i \qquad (6)$$

$$a_{i}^{c} = \frac{(\# \ of \ Triangles) \times 3}{\# \ of \ Connected \ Triples \ of \ Nodes} \qquad \forall i, j, z \qquad (7)$$

$$AC_{G}^{L} = \frac{1}{n} \sum_{i=1}^{n} a_{i}^{c} \qquad (8)$$

$$AC_{G}^{L} < a_{i}^{c} \leq AC_{G}^{U} \qquad \forall i \qquad (9)$$

$$\overrightarrow{C_{V}} = \{\overrightarrow{c_{1}}, \overrightarrow{c_{2}}, \overrightarrow{c_{3}}, \dots, \overrightarrow{c_{i}}\} - \overrightarrow{c_{j}^{Q}} \qquad \forall i, j \qquad (10)$$

$$\overrightarrow{c}\delta_{i} = \overrightarrow{C_{\delta_{i}}} \qquad \forall i \qquad (11)$$

$$F = \{c_{I}, c_{j}^{Q}, c_{j+1}^{Q}, \dots, c_{\kappa}^{Q}\} \qquad \forall j, \kappa \qquad (12)$$

Network-level optimization

$$\max \sum_{j=1}^{M} \varrho_{j}^{M}$$
Subject to
$$\varrho_{j}^{M} = \{\varrho_{1}, \varrho_{2}, \varrho_{3}, \dots, \varrho_{j}\}$$

$$\delta_{j} = \{\overline{c_{1}}, \overline{c_{2}}, \overline{c_{3}}, \dots, \overline{c_{n}}\} - \overline{c}\delta_{i}$$

$$Wj$$

$$(14)$$

$$\delta_{j} = \{\overline{c_{1}}, \overline{c_{2}}, \overline{c_{3}}, \dots, \overline{c_{n}}\} - \overline{c}\delta_{i}$$

$$Wj$$

$$(15)$$

$$B = A_{ij} - \frac{dd^{T}}{2m}$$

$$\xi_{j} = \{\overline{c}\delta_{i} \cup \delta_{j} | \overline{\delta_{i}} \neq \delta_{j}\}$$

$$\psi_{j}$$

$$(17)$$

$$\varrho_{j} = \frac{1}{2m} Tr(\xi_{j}B\xi_{j}^{T})$$

$$\psi_{j}$$

$$(18)$$

$$\varrho^{l} \leq \varrho_{j} \leq \varrho^{U}$$

$$\forall j$$

$$(19)$$

Power of Key Coordination Structures

- P1.

 Importance(Im) → Interest(I)

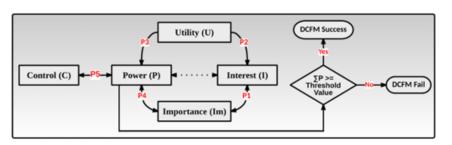
 Interest(I) → Importance(Im)

 ∴ Importance(Im) ← Interest(I)
- P2. Utility(U) \rightarrow Interest(I)
- P3. Utility(U) \rightarrow Power(P)
- P4.

 Power(P) → Importance(Im)

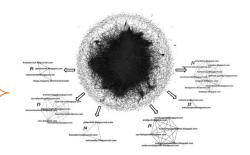
 Importance(Im) → Power(P)

 ∴ Power(P) ← Importance(Im)
- P5. Power(P) \rightarrow Control(C) Control(C) \rightarrow Power(P) \therefore Power(P) \leftrightarrow Control(C)



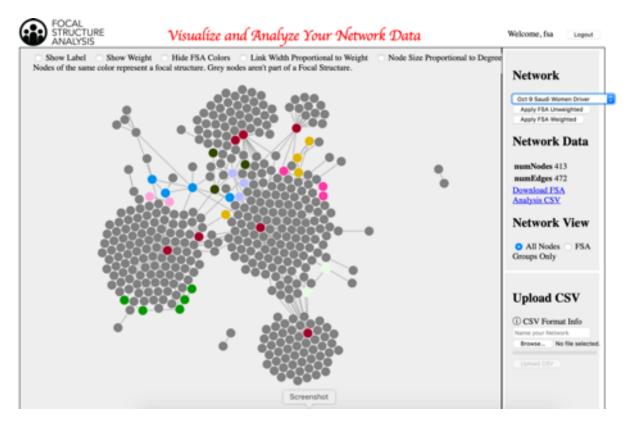
Model showing all the factors that help in determining the outcome of a collective action, i.e., Success or Failure.

*Published in SBP, SNAM, AAAI, CASON



Focal Structure Analysis

- Web-based application
- No installation needed
- Upload network in csv format
- Identifies focal structures and extract/export



http://blogtrackers.host.ualr.edu/fsa/

Key Coordinating Group of Actors during Ukraine-Russia Conflict

- Graham W. Phillips is a British journalist and blogger.
- He went to Ukraine to cover the voice of Ukrainians during Euromaidan.
- He reported that Ukrainians are "happy" with the previous pro-Russian government of Ukraine.
- He used Vlogging to cover the events.
- His Vlogs made him an influential blogger & an enemy to the current Ukrainian government so they banned him from entering Ukraine for three years.
- Once he was banned from entering Ukraine he went to Russia instead of going back to England.



Blogger Communities

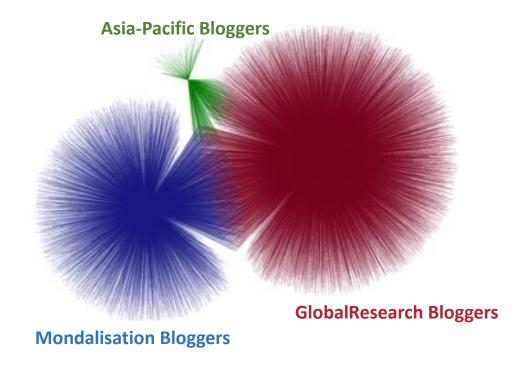
Green – AsiaPacific Blog (357 Bloggers)

Blue – Mondalisation Blog (4320 Bloggers)

Red – GlobalResearch Blog (9219 Bloggers)

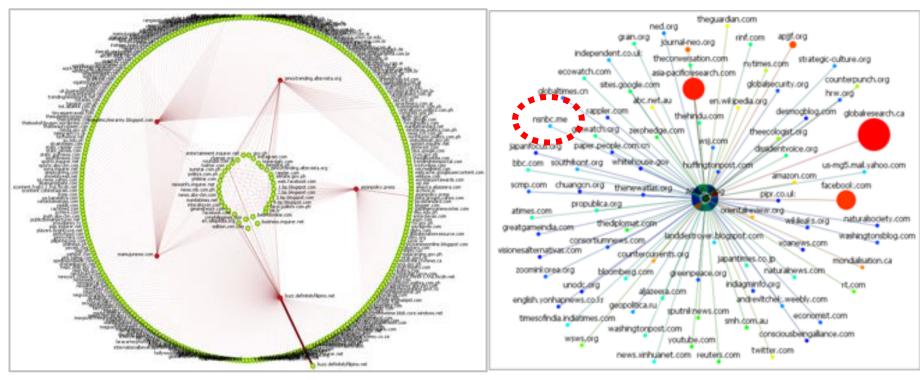
Common Bloggers from 3 communities - 98

Some of the APAC bloggers are also members of the GlobalResearch and Mondalisation blogging communities. These communities are known to espouse anti-West, anti-EU, anti-NATO viewpoints.



Communities & Coordination

Pro-Duterte blogging community

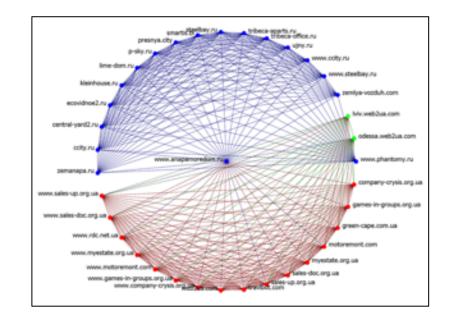


Coordination among bloggers detected

Suspicious sources referenced

Coordinated Clickbait (a.k.a. Blog Farms)

- Blog farms identified based on web traffic tracker codes
- Fabricate perception of a viral content
- Hypertargeting
- Search engine manipulation by traffic amplification
- Financing the operation



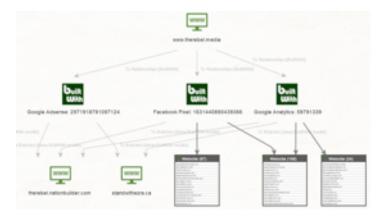


"At least six Swedish sites have received financial backing through advertising revenue from a Russian- and Ukrainian-owned auto-parts business based in Berlin, whose <u>online sales network oddly contains buried digital links</u> to a range of far-right and other socially divisive content."

NYTimes, August 10, 2019

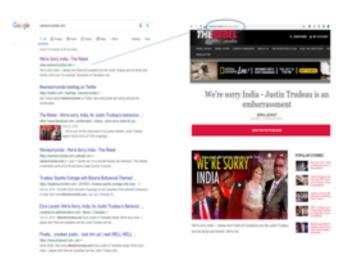
Coordinated 'Fake' Websites

Canadian elections 2019 - 291 fake websites created using "Built with API" service with anti-Trudeau narrative.



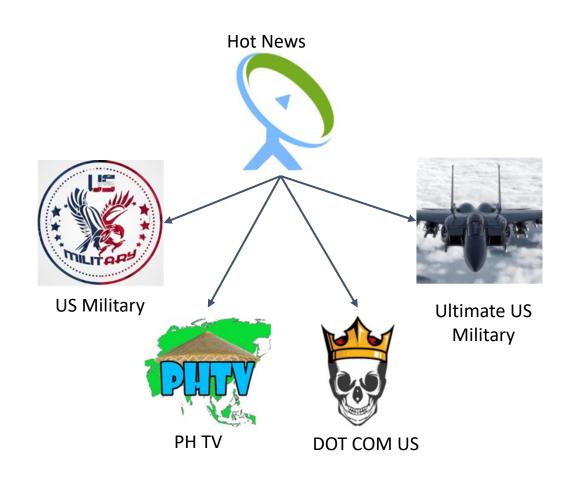


One such fake website "weresorryindia.com" amplifies anti-Trudeau narrative suggesting he is not a friend of the Canadian-Indian community. The website tops the results in search engines.



Coordinated YouTube Campaigns

- These channels have similar/same video content
- Have similar/same robotic voice narration
- Appear in each others subscribed lists
- Suggested by YouTube as related channels



Coordinated YouTube Campaigns



- Videos belong to different channels
- Similar/Same titles
- Same/Similar audio
- Same/Similar Robotic narration

Color Theory Based Detection

Channels coordinate content amplification by repurposing portions of a video and producing multiple videos

Video ID: OM5vaF2kzPA

Title: China vs US The War in the

South China Sea already Start

Channel: Breaking News TV





Video ID: GsCmudyXY20

Title: China vs US The War in the

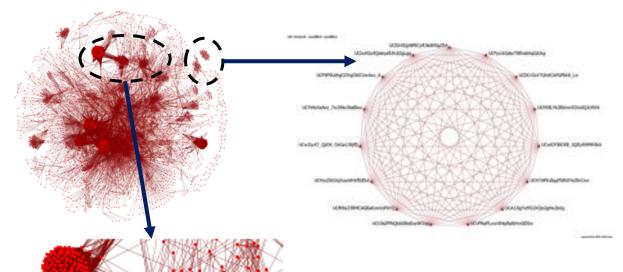
South China Sea already Start

Channel: DOT COM US





YouTube 'Commenter' Flash Mobs



<u>Comment mobs</u> were observed indicating signs of algorithmic manipulation

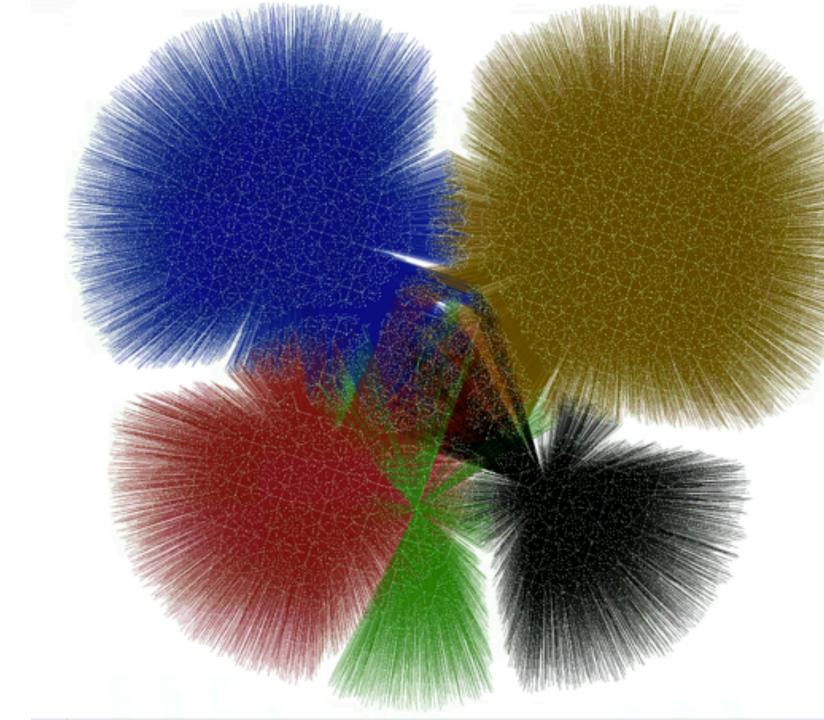
SBP-BRiMS 2019



Exploiting biases of the recommendation algorithms

Commenter Mobs Across Channels

- Hot news 8,477 commenters
- US Military 11,817 commenters
- DOT COM US 2,340 commenters
- PH TV 14,263 commenters
- Ultimate US Military 5,369 commenters
- 104 core commenters



Youtubers Conducting Botnet Operated Twitter Campaigns



Pro-Russian YouTube channel named "Golden Tengu TV" also has a Twitter account.

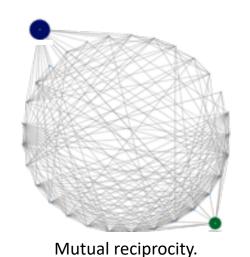
Tweets from its Twitter account are merely links to its YouTube videos, posted in a robotic style.



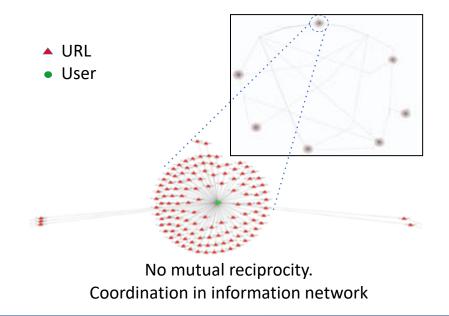
People who like these tweets (such as @Blackdo52395065, @nLqLGPh8F7JiHG9) are also robots.

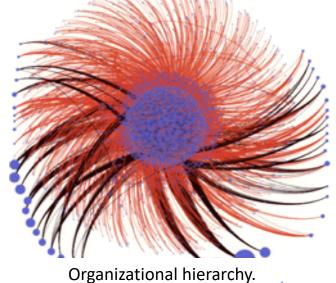
It is a small botnet.

Botnets – Evolution and Dissemination



IFYFM & FMIFY





Organizational hierarchy.
Core and peripheral bots

COORDINATION/BEHAVIOR COMPLEXITY



Crimean Invasion 2014



Dragoon Ride 2015



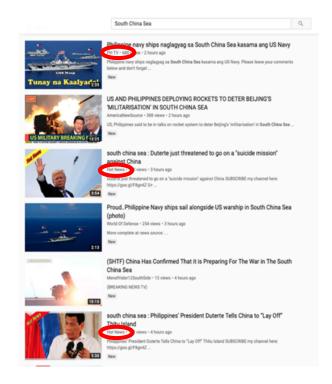
Trident Juncture 2015



ISIS Propaganda 2016

Algorithmic Manipulation

"Hot News" a prominent channel disseminating videos related "South China Sea" conflict.





Videos have robotic voice/narration

Top Content



Top 10 most watched videos contain more adversarial content

Comments on most watched video contain anti-NATO sentiments

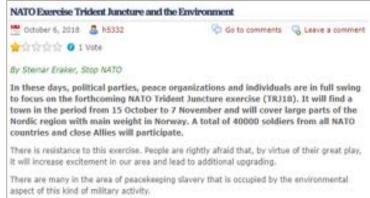
- Boy I hope the Russians don't have any of those advanced Oil Tankers in their navy, or we're doomed.
 - 73 🐠 REPLY
- The Russians did it. That will be the chorus in the west, LOL
- It was so stealth the tanker never saw it
 - 190 🐠 REPLY
- Mindred Peach 1 month open

This is not funny at all. In my expert opinion, this is a very cunning norwegian plot to kill as many Russians as possible... by making them laugh to their deaths.

- 80 91 REPLY
 - Competent NATO.
 - 29 🐠 REPLY

Influential Posts





Our belief is that TRU18 will lead to extensive damage to land, forests and pastures, and not least to land, air and water. Fredsorsläsia is afraid that the environmental issue will be glimpse of all logistics problems.

What we know is that 40000 soldiers will attend. It is a crowd of great size with Bodz city. 8000 racing animals are going out on the road. From experience, we know that it's mostly lorries and heavy traffic noise that make large wounds in nature and not at least large emissions to air.

8000 kjøyrety is a 92km column, the distance Oslo - Kongsvinger,

So, use of large amounts of loose ammunition, which means heavy metal emissions to nature that nobody is in control of.

In these days, NATO drives what they call deployment - deployment of heavy equipment and machines.

The Alliance is a fuss on the environmental front. And with one state that has terminated the Paris agreement in the driver's seat, it does not promise the best.

Increased militarization will put more pressure on climate and the environment. And we know that the military is unnoticed by the climate forces, because they are responsible for a good





By Ivar Jardre, Action Committee against Trident Juncture in Bergen

NATO has long had one policy to fight for its imperialist interests far beyond the NATO area. The out-of-area strategy (newer NATO doctrine of operating outside of its geographical area) came for the first time in practical use in the Kosovo war in 1999. This page then has this NATO's main line. Warriors in Afghanistan, Iraq and Libya are typical deeds of this policy. These are real aggression warriors. Dei has nothing in defense of td Norway to do. But it is this kind of business that is the backbone of Norway's military doctrine. This and more is the "new-NATO" role.

A shocking and robust die on a NATO country such as Norway say participation in NATO's out of area strategy is the bombing of Libya in 2011 (another death is the bombing of Serbia in 1999). From a UN resolution on airbag zone in northern Libya for full bombing and regime change tactics, the road was short. Unhappy cards! When the stormy United States with Norway is changing its intention, "over night" without enough defense to the stormy Library of the Stortion, our defense doctrine is hosted. From land defense to

debate in the whole of the Storting, our defense doctrine is hosted: From land defense to suppliers of lesson soldiers in imperialism si teneste.

Great NATO Leia Military Exercises

Nor is there any big debate about the consequences of major military exercises in the mainstream media. In September 2017, the military force Aurora 17 was in Sweden, the largest Swedish military force since 1993. More than 19,000 Swedish soldiers practiced war with 2000 soldiers from the United States, Finland, France, Norway, Denmark, Lithuania and Latvia. Sweden has recently entered into official partner status with the NATO Alliance. Suddenly, Russia had practice Zapad, which had larger dimensions than the Swedish. Zapad (which indicates "West") is a repetitive exercise with years of space. Here, Russarane simulates defense against a mild undertaking from the West against Russia or border states.

In October-November this year, a great practice, this middle-eastern gambler, may have as many as 40,000 soldiers and thousands of fyricets and will operate 150 aircraft and 70 ships, land and water. This glant call called Trident Juncture 18 hosts the largest exercise in Central Norway in at least 15-20 years. One minor part of the exercise will be in Sweden, Finland, Iceland and in the Baltic Sea.

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Leading Anti-NATO Narratives

Environmental Impact

Disturbs Local Economy

Mistreatment by NATO
Troops

NATO is a joke – Not a real
threat

'Stop NATO'
Protests/Astroturfing

Threatening Stability

NATO poking 'Russian Bear'

NATO is aggressive

Anti-NATO Imagery











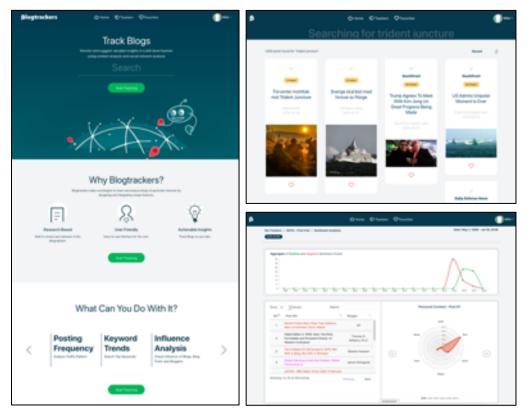




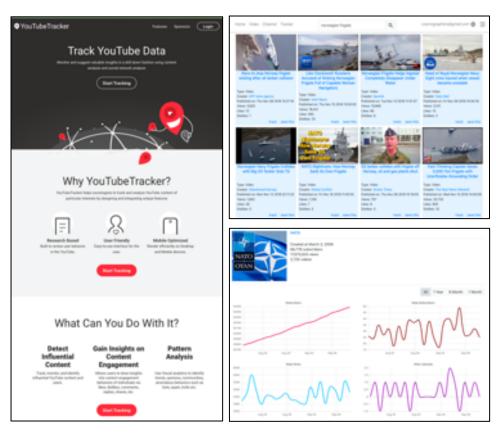




Technologies Used



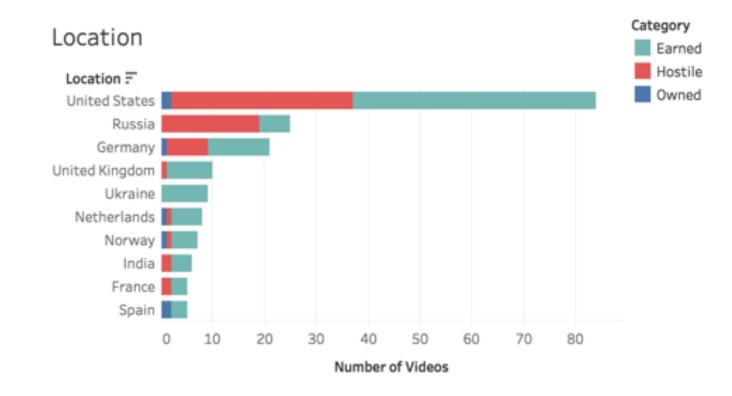






YouTube Content – Location Analysis

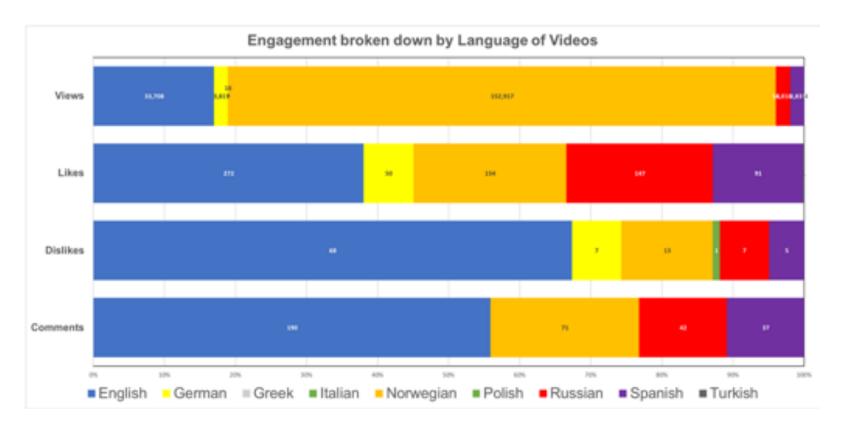
- Most of the content was published from the United States
- Russian hosted content was mostly hostile.



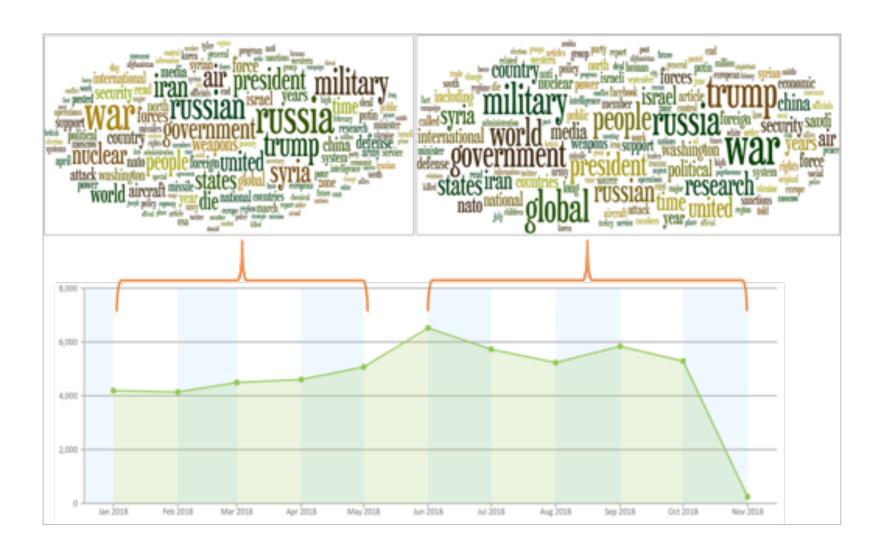
YouTube Content – Target Audience

Target audience

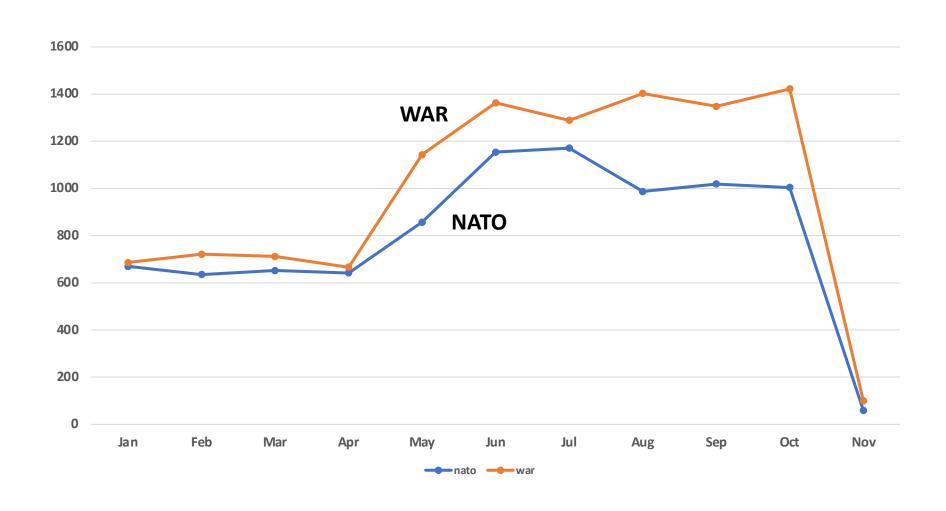
- English
- Norwegian
- Russian
- Spanish
- German speaking populations



Blog Analysis – Posting Trend

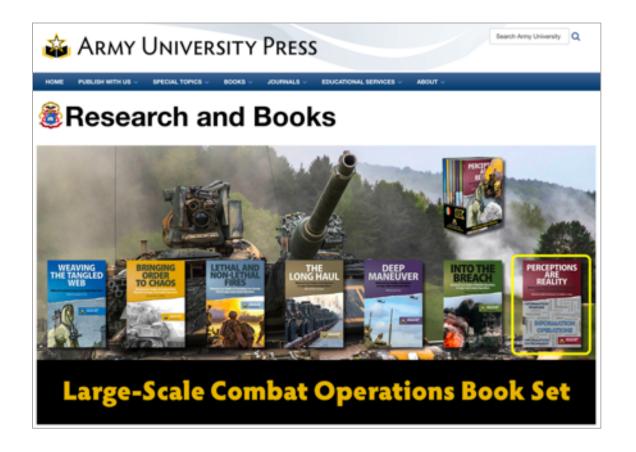


Blog Analysis – Keyword Trend



Resources

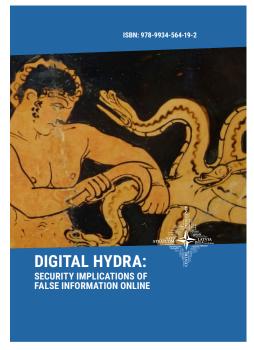
Botnet research published by Army University Press, in 7 volume book set on *Large-Scale Combat Operations*, in the book titled "Perceptions are Reality: Information Operations" (2018)



Resources

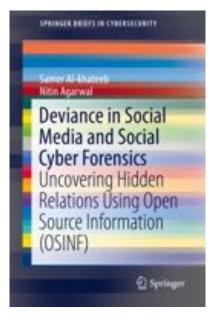


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Nitin Agarwal, Nima
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Social Cyber Security Research Infrastructure Development

- US Dept. of State (Global Engagement Center GO2Tech Fighting Foreign Disinformation)
- American Cyber Alliance (AR-based)



AR Gov. Asa Hutchinson



US Senator John Boozman



Little Rock Mayor Frank Scott Jr.

Social Computing Conference, Washington D.C.

- Social Computing, Behavioral-Cultural Modeling and Prediction Conference, Washington D.C., July 9-12, 2019.
- Supported by several other federal agencies.
- http://sbp-brims.org/



Social Cyber Security Working Group

- Supported by NSF Big Data program
- Over 30 member institutions worldwide including researchers, policy makers, journalists, cyber security professionals
- Outcomes of the working group include
 - Policy briefs laying out the research agenda
 - Collective catalog of resources to spark innovation among researchers



Looking Ahead

- Develop publicly available technologies and solutions
- Social media companies need to be more proactive, <u>Algotransparency.org</u>
- Emerging technologies like blockchain for content validation, decentralized social media platforms
- Build collaborative networks of practitioners, researchers, policy makers to address this problem together
- Strengthen media literacy programs
- Need to advance the dialog on cyber security and cyber diplomacy

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- Department of Homeland Security (DHS)
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- National Science Foundation (NSF)
- NATO
- Office of Naval Research (ONR)

















Thank You!

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