A Global Tour of Disinformation

John Kelly / Founder & CEO
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Pop Culture is a gateway into society
Storytelling is essential to the human experience.
Stories can strengthen and build communities

Share Stories & Uplifting Content
Bring Families Together
Share Hope & Courage
Connect Others Worldwide
But stories can also be distorted or fabricated

The rise of...

Bots

Trolls

Story Polluters
Disinformation moves beyond elections

Authentic development of human society is being disrupted
For thousands of years, human civilization has organized around geographic terrain. It is where countries were formed, wars fought, and goods traded. The rise of the networked society has resulted in the emergence of a new cyber-social terrain, which is now the key domain.
Global Connectivity:
The Cyber-Social Landscape
Graphika maps structural relationships among social media actors and segments networks based on patterns in these relationships, discovering the key communities of interest and affiliation.

To see Graphika maps in motion, visit www.graphika.com
The Cyber-Social Landscape is Being Powerfully Distorted by Intentional Manipulators

US political discussion network: a portrait of polarization

Graphika’s study on political polarization online, in print in this month’s Democracy Issue of the MIT Tech Review. https://bit.ly/2MwYZkf

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Weaponized Polarization

Automated partisanship drowns out authentic discourse

Daily ave messages by political “valence”

Daily ave messages by map position
Disinformation: a Global Problem

- Nike: Weaponized Polarization
- IRA: Targeting Cultural Divisions
- #DopingLeaks: Fake Leaks on a Global Scale
- Philippines: Government Harassment of Press Freedom
- Iranian Network: A Regional Focus
- Myanmar: Inciting Violence Against Ethnic Minorities

Disinformation: a Global Problem
Weaponized polarization

United States
#BoycottNike Discussion - End of First Day
Life of a Hashtag: #BoycottNike

#BoycottNike was strongly pushed by the Pro-Trump group with clear signs of coordination and automated activity. The straight lines indicate steady and constant effort at pushing the hashtag into the political conversation.
Life of a Hashtag: #BoycottNike

Account 1028

Account 1028

Account 1028

Account 1028

Resist|Anti-Trump

Liberal Commentators/Media

Trump Support

Conservative Media|Support

QAnon|Conspiracy

A|Am Cultural Figs
The way forward
Detecting what’s real from artificial

Blade Runner / 1982
It’s not just archers
Level 3
Embedded assets, integration into organic communities, hybrid human + automated control, integration into offline spectrum of public sphere manipulation

Level 2
Turing-testable automation, crafted profiles, integration into statecraft

Level 1
"Eggs," baby bots, simple automation, black market accounts

Anatomy of a Disinformation Army

Personas
Bodyguards
Fake Community
Simple Amplifiers
### Anatomy of a Disinformation Army

<table>
<thead>
<tr>
<th>Level 3</th>
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#### Personas
- [Image: Personas]

#### Bodyguards
- [Image: Bodyguards]

#### Automation
- [Image: Automation]

#### Simple Amplifiers
- [Image: Simple Amplifiers]

#### Asset Value
- [Image: Asset Value]
You come into my country and you ask me to change our traditions because it offends you #refugeesnotwelcome
We Need: An Ethical Consensus

A social, political, and industry commitment to *authenticity* in online behavior, and the measurement thereof.
The Pledge for Election Integrity
Election Integrity Pledge

As political parties and candidates seeking office, we will not aid and abet those who seek to undermine democracy.

In particular, by signing this pledge we are:

- Committing **not to fabricate, use or spread data or materials** that were falsified, fabricated, doxed or stolen for disinformation or propaganda purposes
- Avoiding dissemination, **doctored audios/videos or images** that impersonate other candidates, including deep fake videos
- Making transparent the use of bot networks to disseminate messages; avoid using these networks to attack opponents or using third-parties or proxies to undertake such actions
- Taking active steps to **maintain cyber security and to train campaign staff in media literacy and risk awareness to recognise and prevent attacks**
- Committing to transparency about the sources of campaign finances
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