YOU WON’T BELIEVE HOW YOU CAN BE MANIPULATED ON SOCIAL MEDIA

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What makes us vulnerable to disinformation

- Political and economic incentives
- Fractured, polarized media landscape
- Media (il)literacy
- Limited attention and information overload
- Cognitive biases
- Social biases
- Algorithmic biases
- Social bots
Botometer checks the activity of a Twitter account and gives it a score based on how likely the account is to be a bot. Higher scores are more bot-like.

@PrisonPlanet: Check user, Check followers, Check friends

@JoeFreedomLove: 76%

- English-specific features
  - Content: 60%
  - Sentiment: 77%

- Other features
  - Friend: 73%
  - Network: 53%
  - Temporal: 46%
  - User: 60%

- Bot score based on
  - All features: 76%
  - Other features only: 72%
  - User profile language: en

@Christine_Stump: 56%

@wallace_johnd: 16%

@truthyatindiana: 39%
<table>
<thead>
<tr>
<th>fake news</th>
<th>fact checking</th>
</tr>
</thead>
<tbody>
<tr>
<td>389,569 claims</td>
<td>15,053 articles</td>
</tr>
<tr>
<td>13,617,425 tweets</td>
<td>1,133,674 tweets</td>
</tr>
</tbody>
</table>

$k_{min}=5, N=52,452$
Bot strategies
THANK YOU

PRESENTER CONTACT INFO

cnets.indiana.edu/fil
osome.iuni.iu.edu (Observatory on SOcial MEdia)