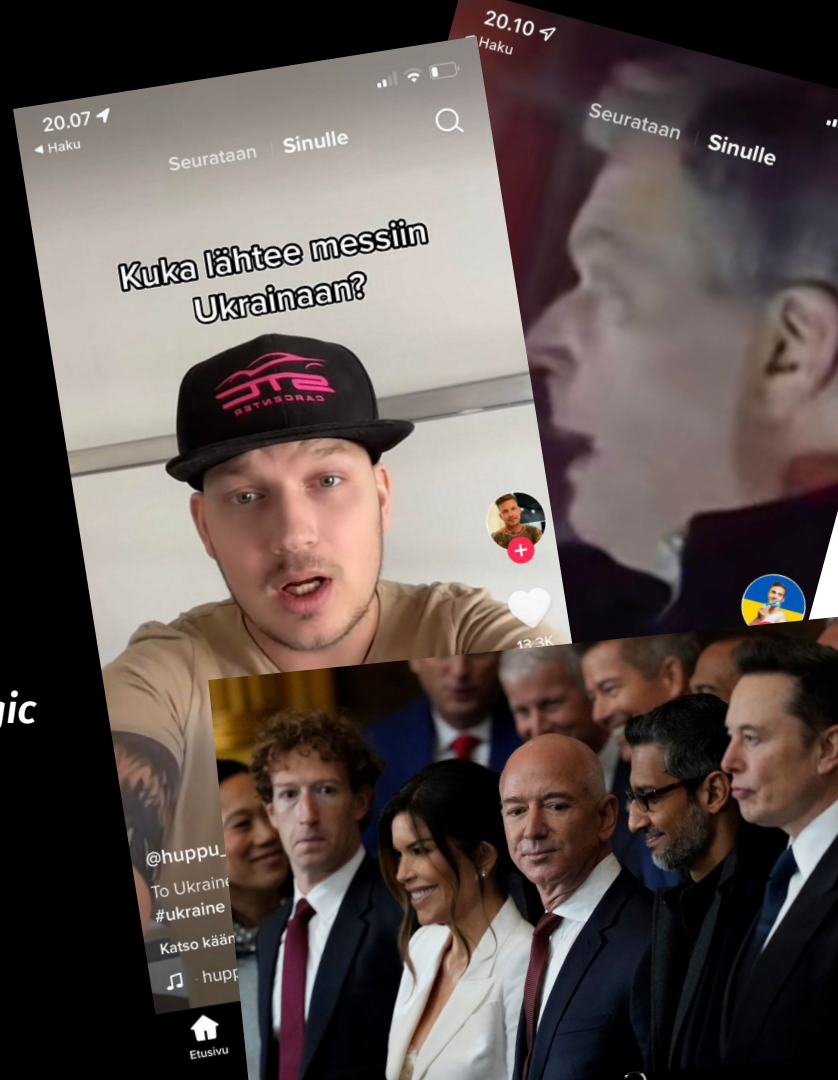


# Disinformation in your own pocket

*Information influencing and social media business logic*



During the past few months, scandalous politics and social media companies have become intertwined.

There is talk of the oligarchization in the US.

However, that is merely a consequence.

The original cause is the *effective* business model of social media companies.

Disinformation has been exploiting this business model for a decade.



**It's not possible to influence the emotions and opinions of large masses without social media.**

**Information influencing is based on social media logic.**

**Understanding the social media business model helps in understanding information influencing.**





# Which of the millions of posts are shown to you?

The algorithm of a social media app tries to determine which posts will keep you on the platform the longest.

So that you see more ads.

There is way too much content for our feeds.

A "good" personalized feed will keep you on the platform as long as possible and maximize your ad consumption.

Social media is primarily a marketplace.

It is not primarily designed as a platform for societal discussion, but rather as an online marketplace.





# The algorithm is trying to sell you Reebok's...

...But started accidentally sell Revolution's

Initially, the algorithm was harmless to consumers, but at the same time, value-based politics made a strong comeback in Western societies.

The algorithm no longer understood what was ethical; algorithms couldn't distinguish between trolling and, for example, wedding celebrations because they only measured engagement.

## -> Cambridge Analytica 2016:

The algorithm that sells Ikea's products can be used to sell *ideologies*.

Certain countries fully exploit this.

Kato average valkoisen cis-POJAN itseluottamuksella pystyy kyllä ojentamaan naistaloustieteilijää 😊  
Iisisti! Se oli varmaan se "feministi" mikä triggeröi Matsia 😊

17:20 08. maaliskuuta 21 · Twitter Web App

2 uudelleentwiittausta 13 Twiitin lainaukset

27 tykkäystä

If a post immediately receives more likes, comments, and shares (engagement) than average, the algorithm concludes that there is something about the post that is interesting to many people.

— and it shows the post to even more users.



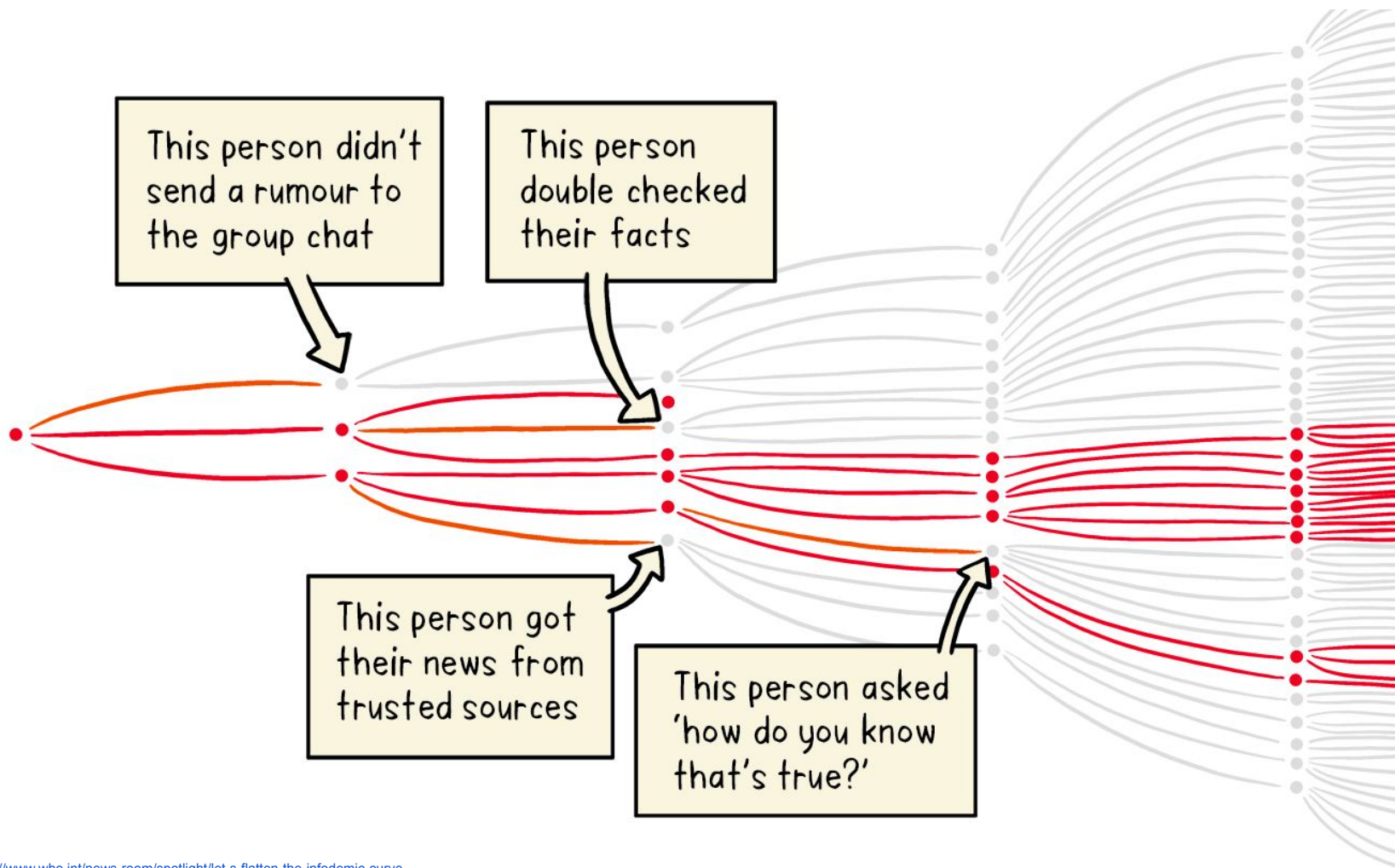


# Why should we care about this?

Small streams form a big river:

With a hundred social media posts, you can cumulatively reach a large audience.





# 20th century: Large audience from a single content

21st century: A large audience from small streams.



Israel-Hamas War > Updates What We Know Maps Photos The Tunnels of Gaza A War Shared on Instagram Hamas Hostages

## *Hamas Hijacked Victims' Social Media Accounts to Spread Terror*

The use of hostages' Facebook, Instagram and WhatsApp accounts to livestream attacks and issue death threats is a new tactic, experts said.

Share full article



yle

[https://www.nytimes.com/2023/10/17/technology/hamas-hostages-social-media.html?unlocked\\_article\\_code=1.6kw.tXfN.1khtxBvJ\\_gsU&smid=nytcore-ios-share&referringSource=articleShare](https://www.nytimes.com/2023/10/17/technology/hamas-hostages-social-media.html?unlocked_article_code=1.6kw.tXfN.1khtxBvJ_gsU&smid=nytcore-ios-share&referringSource=articleShare)

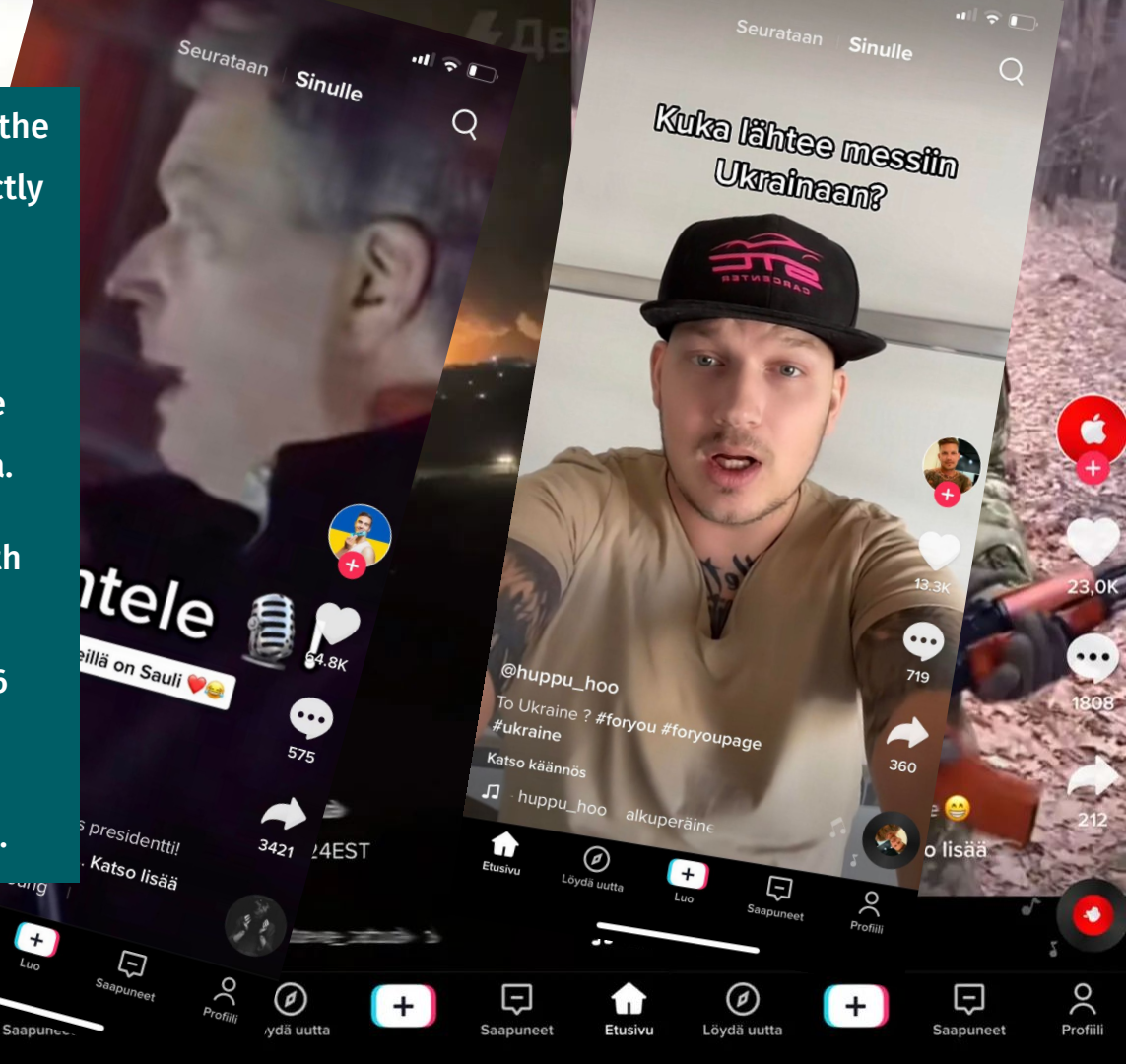


Russia's war in Ukraine is the first war where the conflict itself generates an endless feed directly to our pockets.

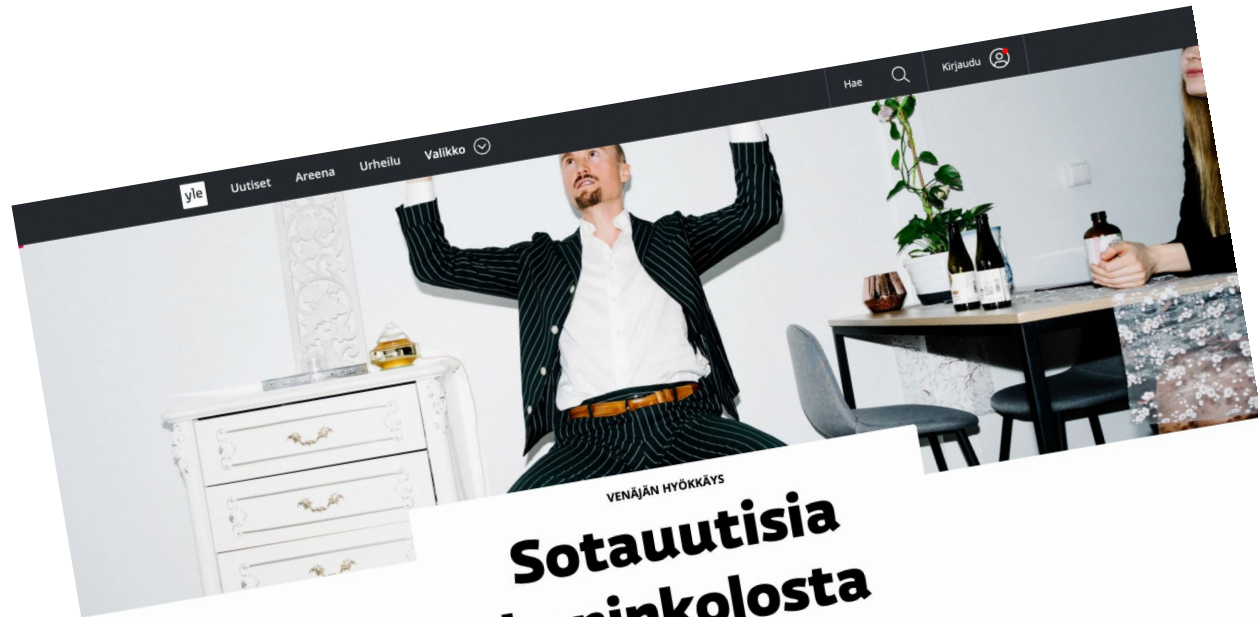
The posts from the war's largest individual account reached up to 43 million viewers. The poster was a private individual from Australia.

In the first week of the war, videos tagged with #Ukraine were viewed 220 million times on TikTok. By June, that number had grown to 5.6 billion.

Some of the videos were true, some were not.



# The Impact of Social Media: Consumers help to spread Disinformation



VENÄJÄN HYÖKKÄYS

## Sotauutisia kaninkolosta

Jäljittimme Venäjän propagandaa sen alkulähteitä suomalaisiin sosiaalisen median ryhmiin asti. Selvisi, että osa terveysvaikuttajista jakaa hyvin outoja väitteitä Ukrainan sodasta.





# AI and eastern border a year ago

Is Russia behind these pictures – or we Finns ourselves?

*“Pic or didn’t happen”* is nowadays  
*“Pic and didn’t happen”*.



# Are these disinformation? ...or visual Op-ed's?

 Donald J. Trump   
@realDonaldTrump



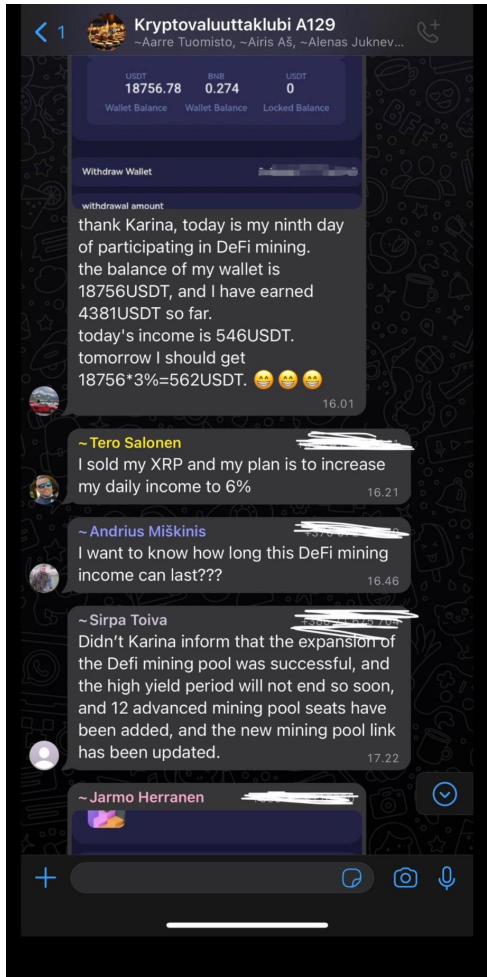
6,19k Reposts 17,2k Likes

18.8.2024 klo 6.58 ap.





Next didinfo becomes discussion, run by AI's.



# Memes as societal power

It's like the joker in king's court

Joker could criticize things that other's couldn't. Even the king. Because he was funny.

When jokes are re-shared, does the humor stay there?

Try to InstaThread this picture *using just text...* and you're probably fired.

yle





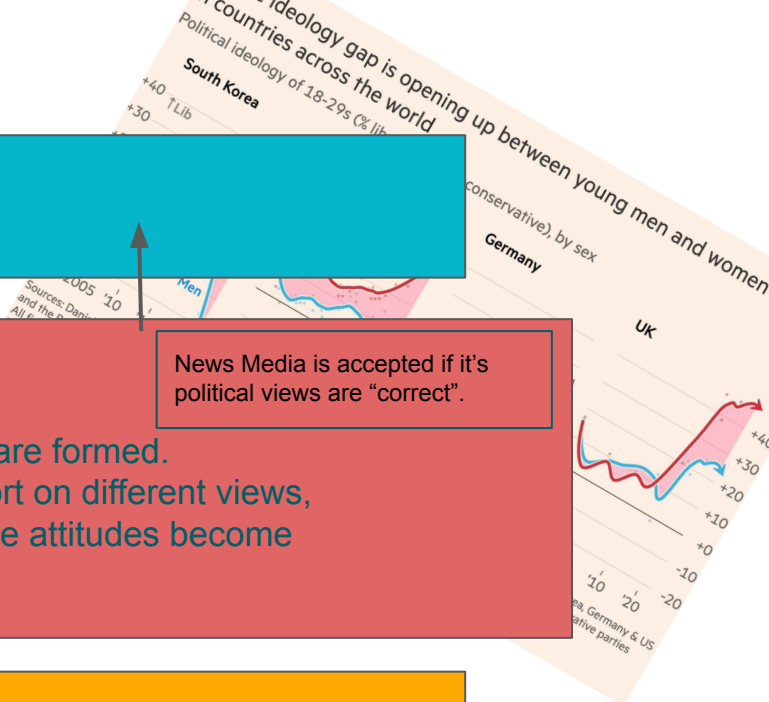
Trad. News Media reports it

Social Media as political sphere

This is the growing sphere where opinions are formed. We don't see all the bubbles. We can't report on different views, there are millions of groups. Here the bubble attitudes become stronger.

News Media is accepted if it's political views are "correct".

Something newsworthy happens

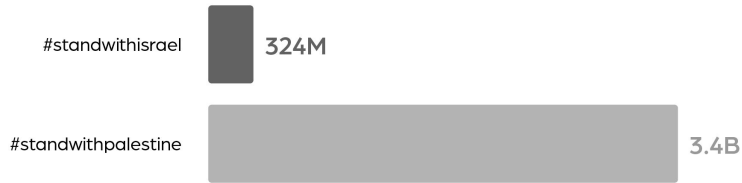


# TikTok: Your feed transfers to real world opinions

## TikTok the biggest news source for youngsters\*

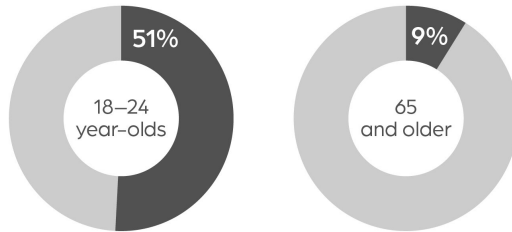
### NUMBER OF TIKTOK VIEWS BY HASHTAG

AS OF OCT 30, 2023



SOURCE: TIKTOK

### SHARE OF AMERICANS WHO THINK HAMAS ATTACKS CAN BE JUSTIFIED BY GRIEVANCES OF THE PALESTINIANS BY AGE



SOURCE: HARVARD HARRIS POLL

Scott Galloway, NYU Stern School of Business

**Masentava sovellus**

Yle loi tekoälyä hyödyntäen 13-vuotiaan tytön profiilin Tiktokiin ja testasi, millaista sisältöä kiinalainen videosovellus näyttää masentuneelle. Lopputulos yllätti asiantuntijan ja osoitti, ettei sovellus toimi kuten TikTok on lupaillut.

11.11.2023 8:00

13-vuotias **Ella** on viime aikoina tuntenut olonsa masentuneeksi ja lihavaksi.

Täydellisiä ihmisiä pursuava sosiaalinen media pahentaa vällillä

\*=<https://www.uutismediat.fi/ajankohtaista/uutisten-viikon-tutkimus-tiktok-on-noussut-nuorten-tarkeimmaksi-uutiskanavaksi-kiinnostus-omaan-elamaan-liittyviin-uutisiin-kasvussa/>

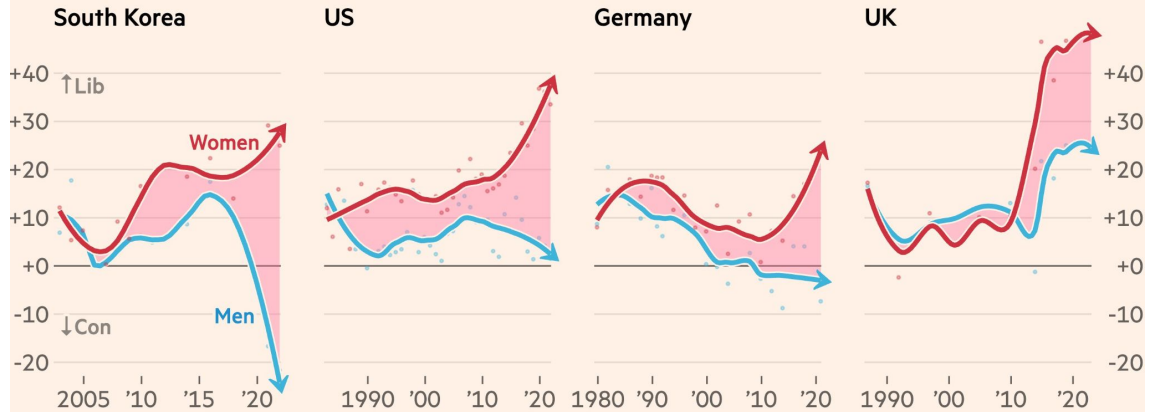


# FT sees social media changing values

## Young men more conservative than young women

A wide ideology gap is opening up between young men and women in countries across the world

Political ideology of 18-29s (% liberal minus % conservative), by sex



Sources: Daniel Cox, Survey Center on American Life; Gallup Poll Social Series; FT analysis of General Social Surveys of Korea, Germany & US and the British Election Study. US data is respondent's stated ideology. Other countries show support for liberal and conservative parties  
All figures are adjusted for time trend in the overall population  
FT graphic: John Burn-Murdoch / @burnmurdoch  
© FT

# Instagram politics: What does *power* look like?

Virtual mindset affects physical appearance: prime minister's 2003-2021



2027?



A hand holds a smartphone in the center foreground. The phone's screen is black with the text "This is where we live." in a teal, sans-serif font. The background is a vast, dense wall of social media posts, likely from a platform like Facebook, stretching into the distance under bright overhead lights.

**This is  
where  
we live.**

**Why do you see what you see?**

**“Feed Literacy” is needed.**

**Not just Media Literacy.**

**‘Cause Social Media is trying to sell you  
Reebok’s. Not make discussion better.**