Spam on Twitter and Real-Time Streams

CS315 – Web Search and Data Mining

Social Network Manipulation

- The 2010 MA Special Elections
  - Martha Coakley (D) vs Scott Brown (R)

As elections near, people google for candidate names

- Latest results for martha coakley - Pause
- Hypocrisy: Martha Coakley Takes Money From Health Insurance Lobbyists | Scott Brown Ad Youtube - Rejects Wealthy Nickle
- Hypocrisy: Martha Coakley Takes Money, From Health Insurance - Feepublic.com


Hey Scott Brown, I think the Dem's are seeing red in Mass. Let us know how Teddy's seat

Tweeter Corpus

Over 200,000 Tweets from January 13-20, 2010

- "Coakley" and "Scott Brown

Surprisingly large number (41%) of retweets (RT): Why?

Significant number (7%) of replies: Why?

One in 3 tweets (32%) are repeating tweets: Why?

Twitter Primer

Twitter is a short message service
It allows you to:
- Tweet = send a message to those who follow what you say
- Retweet = send to your followers something you received
- Reply = send a specific user a message, also seen by your followers (@user)
- Direct-message = send a specific user a message, no one else sees it

The Tweeter Corpus

Overall characterization of tweets
Huge number of retweets (RT). Why?

- Hypothesis: You retweet agree with it.
- Indeed: Retweets re community. Behavioral, another way political affiliation.

32% are repeating tweets. Why?

- Your followers (with who you greatly agree) will see your repeat, so why repeat?
- Latest results for scott brown. "There are 30 yrs military service is not worthy of mention Nora O'Donnell left out service spoke of Al & Cosmo.Brown"

Significant number of replies. Why?

- Hypothesis: You reply to engage in a dialog or fight with.
- Not always.
- Top200 users were far less likely even though they spent a lot more time tweeting.
- Except...

The first Tweeter-bomb

- Account creation and tweet bombs: signature of spamming.
Who was behind the Tweeter-bomb?

Pre-Fabricated Tweet Factory targets News Media & Reporters

Take Action. Sign The Petition.

Tell Attorney General Coakley We Won’t Tolerate Deceitfulness!

Note:

Who was behind the Tweeter-bomb?

Pre-Fabricated Tweet Factory

targets News Media & Reporters

30 lists with tweets
2758 tweets
180 media accounts targeted.

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Note:
How to find Spammers

Irrelevant sources for "What's Hot" results
How to find Spammers

- Search for pair of irrelevant terms

4th Generation’s great idea?

4th Generation’s great idea?

Google to pay US $500m in drug ad inquiry
Admits aiding Canadian sales
August 29, 2011 | By Howard Brag, Globe Staff

In one of the biggest settlements of its kind in US history, Google Inc. has agreed to pay $500 million to the Justice Department and admitted that the company’s advertising service helped online pharmacies sell prescription drugs illegally.

US attorney for Rhode Island Peter F. Neirouga revealed the agreement with the Internet search giant at a press conference in Providence yesterday. Neirouga’s office led an investigation of Google’s role in the online pharmacy ads that began in 2009 and involved the Food and Drug Administration and the Internal Revenue Service, as well as Rhode Island authorities.

Free Prescription Savings
Save up to 75% on your prescription. Just print our 56,000 discounts
www.yoursavediscounts.com
Online Political Spam: A Short History

The Multiplexer: Google Bomb The Elections

Now that you have followed Chris Urmson and joined the effort to add the source code to google bomb the elections to your blog or website, spend another five minutes and try adding a few more links and at least a dozen news stories and let your blogging software multiply the effect by adding the code to your blog template.

Here's why. Each time you post a link, you are telling people that you are voting for that link to be relevant to the index used by Google to rank pages on the net. When you work a page using the code, your blog automatically ranked at least one article page. This means that google will see two or three different pages on your blog where you are voting for the article to be ranked for each article in question.

But there's how to kick it up a notch and the links to your blog template that result in every single page from your blog being voted for by the user. If you've been blogging for more than a year for a while, the votes will multiply the effect of the articles. The more the votes, the more your blog is relevant to the index and the more your blog will be touched to the top, you can see how easy it is for the effect to be tens of thousands of times as effective as the effect to date.

One of the ways to add the list to your blog template is in the same process you used to edit your blog and which should be enough for most people to understand the process. If you need more help, keep reading.

Click ‘Read More’ for the rest.

Tags: Activists, Blogging, Chris Urmson, Fan Club, google blog, google bomb, hilary clinton, jill biden, john kennedy, sarah palin, spammer, wiki

The 2006 elections show potential for spam

Activists openly collaborating to Google-bomb search results of political opponents in 2006

A more sophisticated effort

Steps to take action

First, you need to sign up with Daily Kos campaigns to receive action alerts on how, when, and where to vote. For more, see this link.

Second, as a group, we need to find and choose the damaging articles on republican candidates that we want undecided voters to read. It is only after finding the articles that we can push them up search engine rankings. As such, finding these articles is the main purpose of this diary.

If you click here, you can find a list of the 98 most competitive House campaigns, along with the name of the Republican candidate in those campaigns. All 98 of these campaigns are rated as ‘less than’ or closer to at least one of the following five House election forecasts: Swing State Project, FiveThirtyEight, Cook Political Report, Rothenberg Political Report, and Sabato’s Crystal Ball. The consensus of experts says that these are the 98 most competitive campaigns, and we are going to target them all.

We are targeting House campaigns since Senate campaigns are much more difficult to influence, due to their extensive media coverage. Also, Alabama’s 2nd congressional district was ranked as ‘less than’ or closer by more than one of these forecasters, but since Democrat Congressman Bobby Bright has said he won’t vote for Pelosi to be Speaker, who really cares if he wins or not?

Will it work?

Google is latest weapon against Republicans

SEO experts disagree on the likely success of Bowers’ campaign.

“it’s probably going to be an effective Google bomb,” said Michael Ferlic, CEO of the silicon valley startup Reputation Defender. “The Daily Kos has thousands of readers, and I think they’ll respond to Bowers. If you can get thousands of people to link and drive traffic to content of a certain kind, if you can crowd-source linking, then you can have an impact.”

Matixx doesn’t think Google can tweak its algorithm in a way that could fool thousands of links.

“what this will do is probably get Daily Kos participants more excited about the races themselves rather than changing the Google results,” he said (POLITICO)

Google has worked on its algorithm to ensure that the candidates’ original pages and sources such as Wikipedia entries show up first.

Regardless of the success rate this fall, search engine politics will continue to play a role in campaigns. In their report, Melissen and Mustafah found that voters use search engines to find out more about political candidates in the last days of a campaign.

In 2008 Google takes things in its own hands
Did it work?

# times sites appear total per week for the 29 weeks leading to 2010 elections