

From Obscurity to **Prominence** in Minutes: Political Speech and Real-Time Search

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Outline of Talk (and Conclusions)

- ◆ Real-time search combined with elections provides **disproportionate exposure** to personal opinions, fabricated content, lies, misinterpretations
- ◆ Using Graph Theory and Statistical analysis of behavioral patterns ...
- ◆ It is possible to uncover political orientation
- ◆ It is also possible to detect Tweeter-bombs on candidates

Online Political Spam: A Short History



Web Images Groups News Froogle^{New!} more »

miserable failure

Search

[Advanced Search](#)
[Preferences](#)

Web

Results 1 - 10 of about 255,000 for [miserable failure](#).

[Biography of President George W. Bush](#)

Home > President > Biography President George W. Bush En Español.
George W. Bush is the 43rd President of the United States. He ...

www.whitehouse.gov/president/gwbbio.html - 29k - [Cached](#) - [Similar pages](#)

[Biography of Jimmy Carter](#)

Home > History & Tours > Past Presidents > Jimmy Carter. Jimmy Carter
Jimmy Carter aspired to make Government "competent and compassionate"

www.whitehouse.gov/history/presidents/jc39.html - 35k - [Cached](#) - [Similar pages](#)

[Michael Moore.com](#)

Click Here To Continue To MichaelMoore.Com "The War President". The
War President Photo courtesy of American Leftist, (click here ...

www.michaelmoore.com/ - 5k - [Cached](#) - [Similar pages](#)

[Senator Hillary Rodham Clinton: Online](#)

Dear Friend,. Thank you for visiting my on-line
your interest in the issues before the United States

clinton.senate.gov/ - 9k - Apr 17, 2004 - [Cached](#)

Political Google-

“miserable failure hits Obama
in January 2009

Web Images Video Local Shopping more ▾

miserable failure

Search

Options ▾

Customize ▾

YAHOO!

1 - 10 of 1,790,000 for miserable failure (About) - 0.03 s | [SearchScan](#)

Also try: [miserable failure google](#), [miserable failure not bush](#), [More...](#)

[President Barack Obama](#)

WhiteHouse.gov is the official web site for the White House and President Barack ... Barack
H. Obama is the 44th President of the United States. ...

www.whitehouse.gov/administration/president_obama - [Cached](#)

[Biography of President George W. Bush](#)

Features a biography of the 43rd president, President George W. Bush, from the
White House website.

www.whitehouse.gov/president/gwbbio.html - [Cached](#)

Online Political Spam: A Short History

The Multiplier: Google Bomb The Elections

by **Bob Brigham**, Wed Oct 25, 2006 at 02:57:26 PM EST

Now that you have followed Chris Bowers and joined the effort to by adding the [source code](#) to google bomb the election to your blog our website, spend another few minutes 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 google that you are voting for that link to be relevant to the text you used for the link when people search for that term. When you wrote a post using the code, your blog automatically created at least one archive page. This means that google will see two or three different pages on your blog where you are voting for the our articles to be relevant for each Republican in question.

But here is how to kick it up a notch: add the links to your blog's template. That will result in every single page from your blog having a vote for our target results to be most relevant. If you have been blogging two posts a day for a year, **this simple step will multiply the effect of the post you did by more than 500 times.** With a strong team approach with many of us doing this, you can see how easy it is for the effect to-date to be tens of thousands of times as effective as the effort to date.

The process of adding the list to your template is the same process you use to edit your blog roll, which should be enough for most people to understand the process. If you need more help, keep reading.

Click "Read More" for the rest...

Permalink :: Read More :: 9 Comments

Tags: Activism, Google, Chris Bowers Fan Club, googlebomb (all tags)



Activists openly collaborating to

The 2006 elections show potential for spam

Online Political Spam: A Short History

The image shows a screenshot of a Google search results page. At the top, the Google logo is on the left, followed by a search bar containing the text "John N. Kennedy". To the right of the search bar are buttons for "Search", "Advanced Search", and "Preferences". Below the search bar, it says "Personalized based on your web history. [More details](#)". The search results are categorized under "Web" and show "Results 1 - 10 of about 703,000 for [John N. Kennedy](#). (0.20 seconds)".

The first result is titled "John N. Kennedy - Wikipedia, the free encyclopedia". The snippet reads: "John Neely Kennedy (born November 21, 1951) is the Republican state treasurer of Louisiana. Kennedy is currently running for United States Senate from ...". The URL is "en.wikipedia.org/wiki/John_N._Kennedy" with 53k results. Links for "Cached", "Similar pages", and "Note this" are provided.

The second result is titled "John Kennedy | U.S. SENATE - 7:20pm". The snippet reads: "Official John Kennedy for US Senate Campaign Online Headquarters. Please join our campaign. Together, we're going to change Washington." The URL is "www.johnkennedy.com/" with 12k results. Links for "Cached", "Similar pages", and "Note this" are provided.

The third result is titled "John Kennedy: A Politician for Whatever". The snippet reads: "A year ago to the day that everyone's favorite shapeshifting, principle chucuber opportunist John kNeely Kennedy switched parties an old ...". The URL is "kennedyforwhatever.com/blog/" with 31k results. Links for "Cached", "Similar pages", and "Note this" are provided.

The fourth result is titled "John N. Kennedy Looks to Bush to Help Fundraise for Struggling ...". The snippet reads: "Mar 29, 2008 ... In case you missed it, Louisiana Treasurer John N. Kennedy is running for Senate again. The last time he ran for Senate in 2004, ...". The URL is "cenlamar.wordpress.com/2008/03/29/john-n-kennedy-looks-to-bush-to-help-fundraise-for-struggling-campaign/" with 38k results. Links for "Cached", "Similar pages", and "Note this" are provided.

The fifth result is titled "John N. Kennedy - Issues, Money, Videos, Photos and Forum". The snippet reads: "John N. Kennedy. is a Republican State Treasurer from Louisiana. Make changes to this page ... kate added a photo to the John N. Kennedy page ...". The URL is "www.politicalbase.com/people/john-n-kennedy/17620/" with 38k results. Links for "Cached", "Similar pages", and "Note this" are provided.

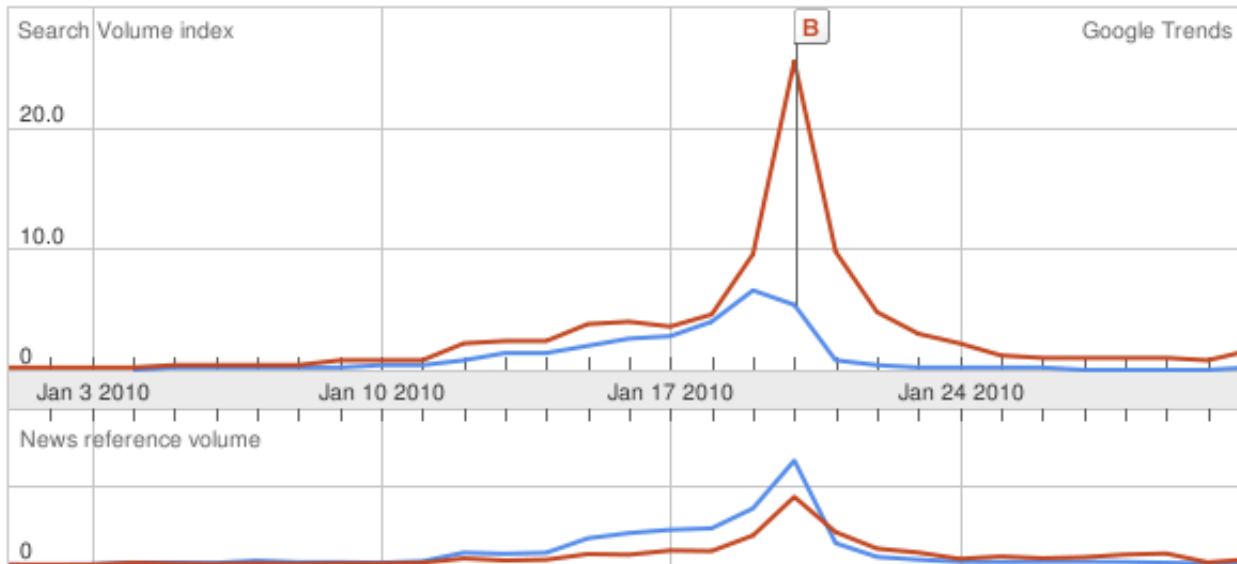
Search results for Senatorial candidate John N. Kennedy, 2008 USA Elections

In 2008 Google takes things in its own hands

The 2010 MA Special Elections

- ◆ Martha Coakley (D) vs Scott Brown (R)
- ◆ As elections near, people google for candidate names
- ◆ Dec. 7, 2009: Google introduces real-time results
- ◆ Twitter's visibility grows dramatically

coakley 1.00 scott brown 3.00



A [Brown defeats Coakley in Mass. race for Senate](#)
Detroit Free Press - Jan 20 2010

B [Scott Brown in 2012?](#)
Wall Street Journal (blog) - Jan 20 2010

[More news results »](#)

The 2010 MA Special Elections

[Latest results for martha coakley](#) - Pause

Hypocrisy: **Martha Coakley** Takes Money From Health Insurance Lobbyists (Scott Brown Ad Youtube): [#teaparty](#) [#iamthemob](#)

[Hypocrisy: Martha Coakley Takes Money From Health Insurance ...](#) - freerepublic.com

[slimdbk](#) - [twitter.com](#) - 2 minutes ago

Meet **Martha Coakley**, clueless hack

[ThePurpleCenter](#) - [twitter.com](#) - 2 minutes ago

On Hannity: discussing **Martha Coakley's** aide assaulting John McCormack of the Weekly

[Latest results for scott brown](#) - Pause

[SeanColahan](#) - [twitter.com](#) - 1 minute ago

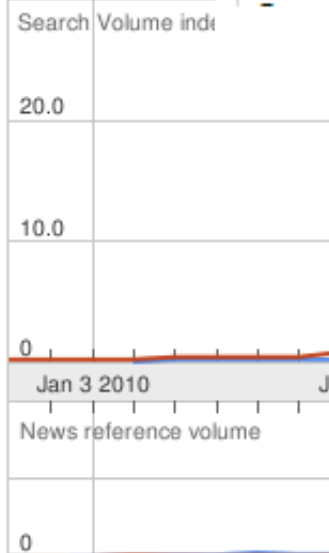
To Liberal MSNBC **Scott Brown's** 30 yrs Military Service Is not worthy of mention.Nora O'Donnell left out service,spoke of Al & Cosmo [#masen](#)

[theRealExTex](#) - [twitter.com](#) - 2 minutes ago

Hey **Scott Brown**. I think the Dems are seeing red in Mass. Let us know how Teddys seat feels when you sit in for the first time

[tigermcg](#) - [twitter.com](#) - 2 minutes ago

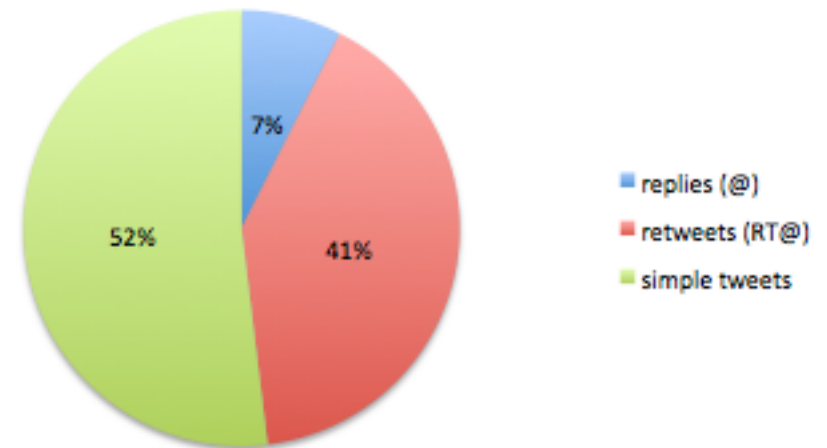
coakley 1.00



The 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?

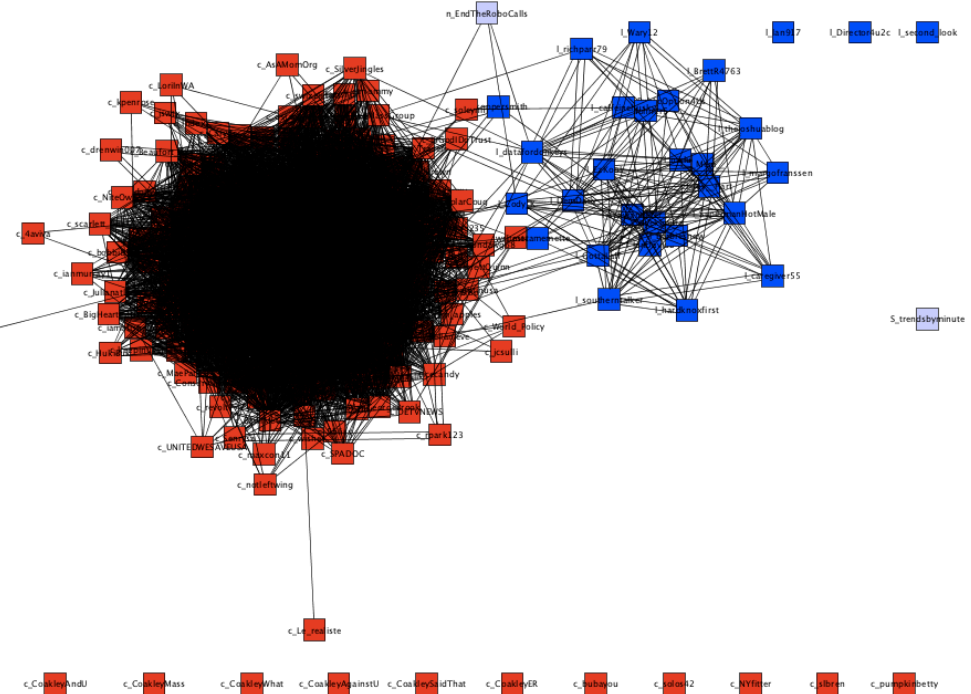
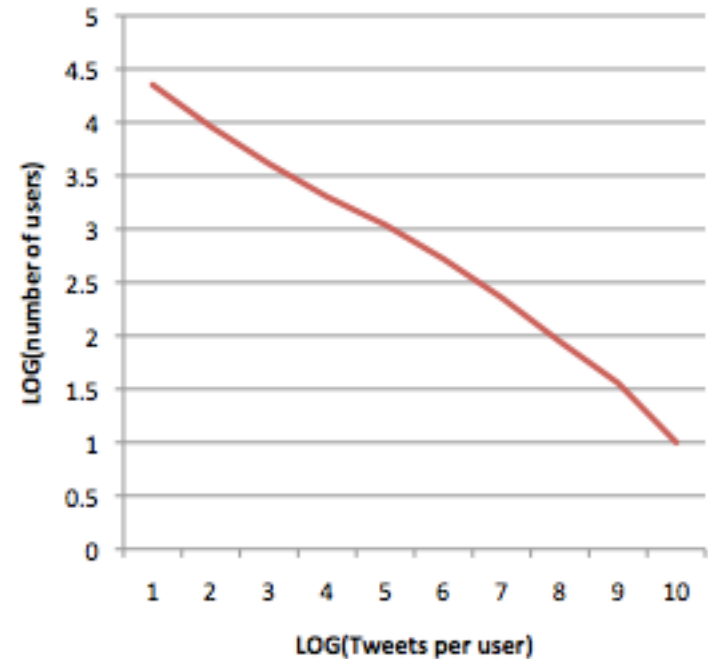
Overall characterization of tweets



Types of Tweeters

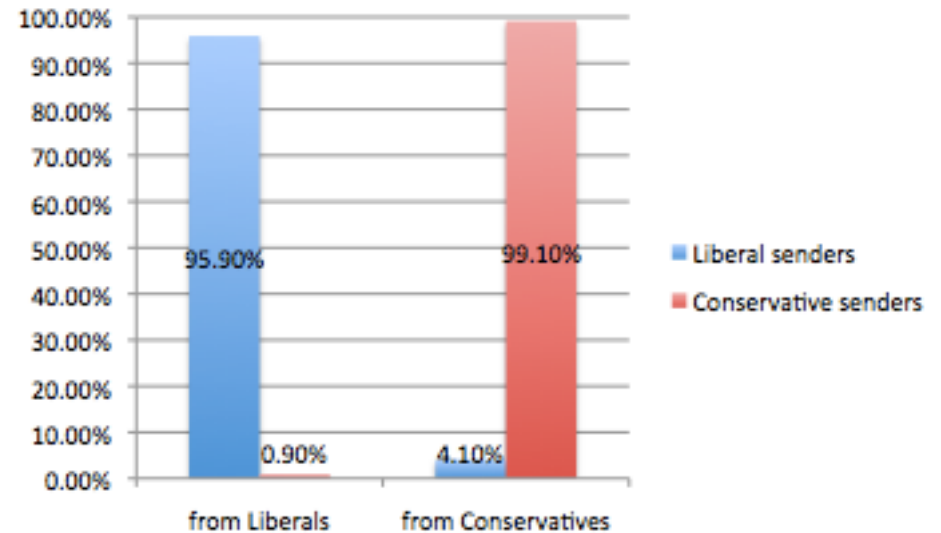
- ◆ ~40,000 Tweeters follow a power-law type distribution
 - **low39K**: less than 30 tweets
 - **topK**: b/w 30 and 100 tweets
 - **Top200**: b/w 100 and 1000

- ◆ Drawing *Followers graph* with force-directed draw algorithms reveals easily two groups
R:D = 6:1



Huge number of **retweets** (RT). *Why?*

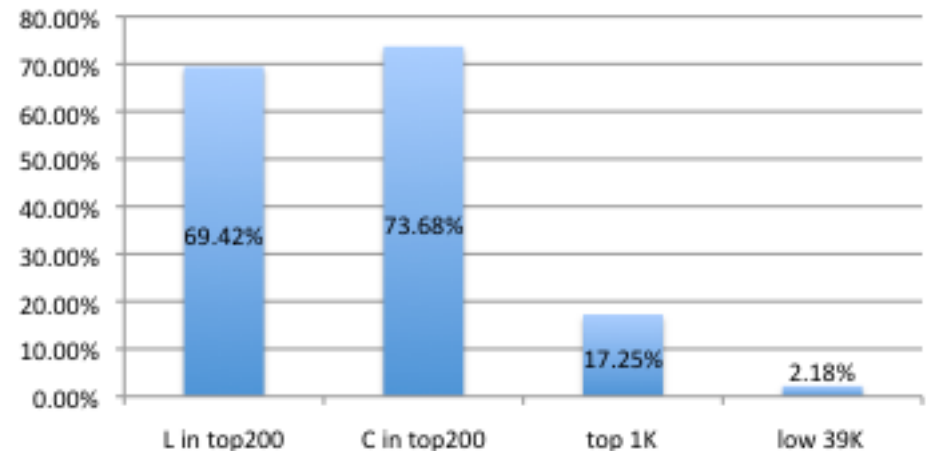
- ◆ **Hypothesis:**
You retweet a message if you agree with it.
- ◆ **Indeed,**
you RT to energize your followers
- ◆ Behavioral patterns provide another way to determine political affiliation of users



Top200 group retweeting behavior

32% are **repeating** tweets: *Why?*

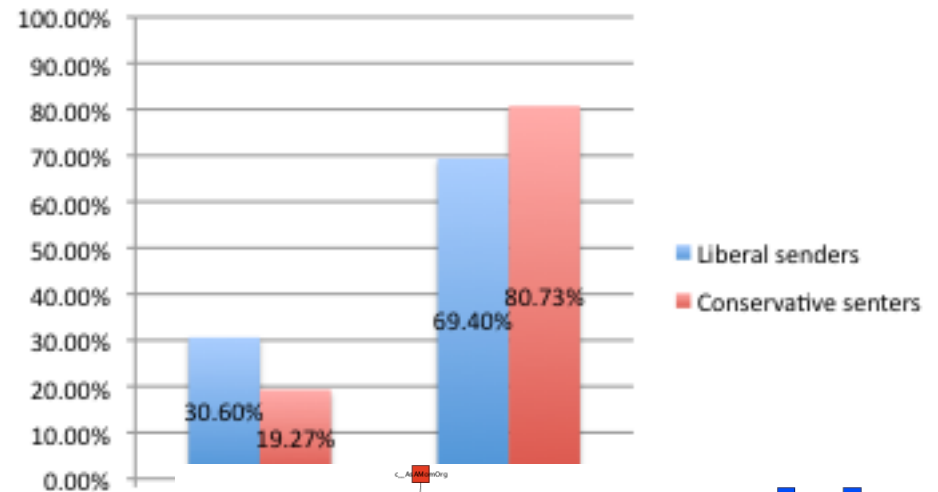
- ◆ Your followers (with who you greatly agree) will see your repeat, so why repeat?
- ◆ You repeat to **influence Google** search
- ◆ You assume a **leadership** role in the campaign:
 - *Top200* group members were **70 times more likely** to repeat a tweet.



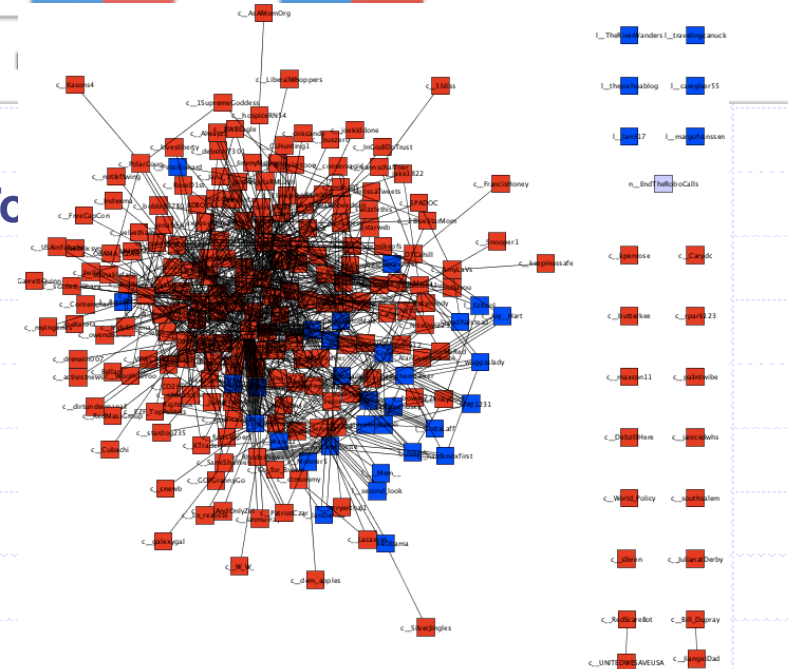
Top200 group repeating behavior

Significant number of **replies**. *Why?*

- ◆ **Hypothesis:**
You reply to engage in a dialog or fight with others
- ◆ **Not always**
- ◆ But *top200* users were far less likely to reply, even though they spent a lot more time tweeting



Tc



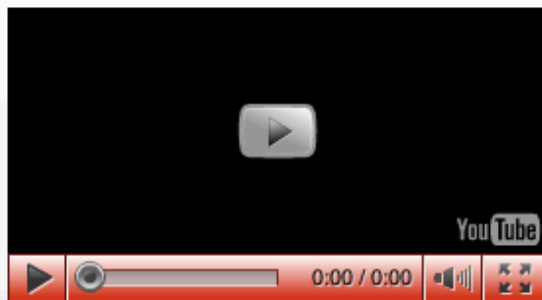
The first Twitter-bomb

◆ Account creation and tweet bombs: signature of



She Said What?!

Massachusetts Attorney General Martha Coakley told radio host Ken Pittman in a recent interview that if you object to abortion and are a devout Catholic then... "You probably shouldn't work in the emergency room."



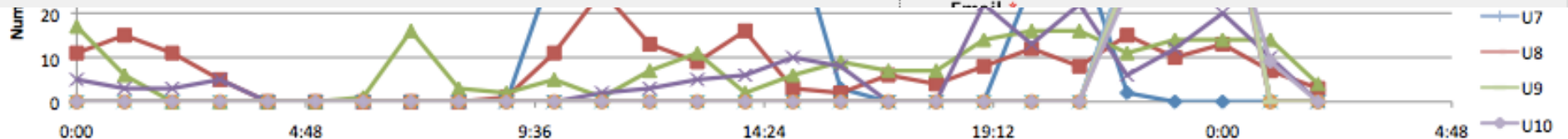
Take Action. Sign The Peition.

Tell Attorney General Coakley We Won't Tolerate
Discrimination!

Name

First

Last



Who was behind the Twitter-bomb?



She Said What?!

Massachusetts Attorney General Martha Coakley told radio host Ken Pittman in a recent interview that if you object to abortion and are a devout Catholic then... "You probably shouldn't work in the emergency room."



**Take Action.
Sign The Peition.**

**Tell Attorney General Coakley We Won't Tolerate
Discrimination!**

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Secrets of the American Future Fund

Iowa-based conservative advocacy group includes masterminds of Swift Boat and Willie Horton ads

By **JASON HANCOCK** 8/19/08 12:29 PM

A network of Iowa Republicans is playing a leading role in a secretive group advocating nationally on behalf of "conservative and free market ideals" in congressional races around the country. Among the group's leaders are two media consultants who played key roles in the Swift Boat Veterans for Truth ads in 2004 and the Willie Horton ad in 1988, both of which helped defeat Democratic presidential candidates.

The **American Future Fund** (AFF), operating out of Des Moines, is sponsoring advocacy advertisements in closely contested congressional races from New York to Louisiana to Minnesota and Colorado. It is one of the most ambitious conservative independent expenditure groups to emerge in 2008. Most observers expect AFF to begin increasing its role in elections around the country, stoking speculation that it will spend heavily to prop up lightly



The American Future fund has been tied to the 1988 "Willie Horton" ad and the 2004 "Swift Boat Veterans for Truth" ads.

Advertisement

TOP ACTIONS

1 2 3



Tell Congress: Stop Criminals From Getting Guns

SIGN PETITION

6,920 People

Petitions by Change.org | Get Widget | Start a Petition »

TOP STORIES:



Lunchtime Links

ISU student government passes anti-coal resolution

Conclusions (and Outline of Talk)

- ◆ Real-time search combined with elections provides **disproportionate exposure** to personal opinions, fabricated content, lies, misinterpretations
- ◆ Using Graph Theory and Statistical analysis of behavioral patterns ...
- ◆ It is possible to uncover political orientation
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Thank you!

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