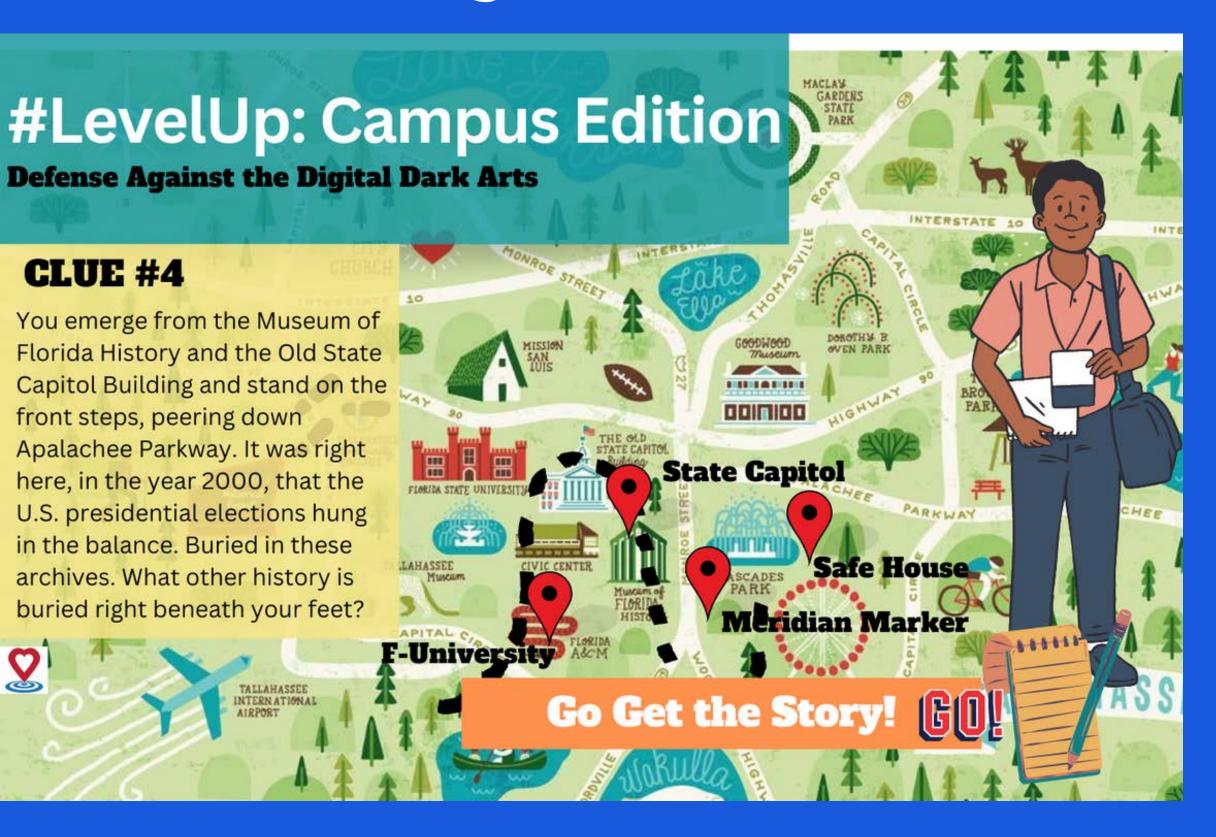
Community-Based Solutions to Online Hate



EVENT: Online Hate, Media (Mis)Representation and Systemic Racism Conference

HOST: Diversity Institute, Toronto Metropolitan University DATES: June 22 - 23, 2023

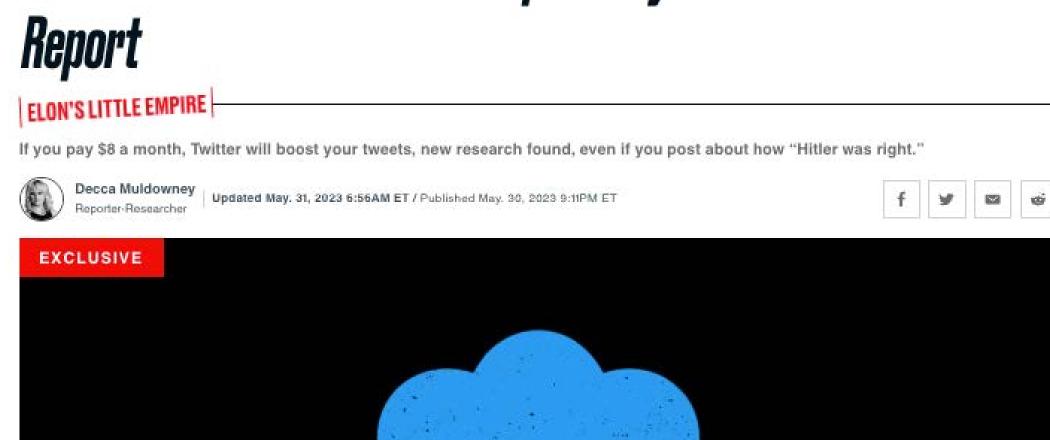
Panelist: Dr. Michelle Ferrier

Media Innovation Collaboratory

We train digital users and communicators to be digital creators and leaders, shaping community norms and narratives and building using co-creation principles. We train in digital forensics and safety strategies and community-building practices.

TECH ⊕

Twitter Fails to Remove Hate Speech by Blue-Check Users:







Michelle Ferrier, Ph.D.

President, IAWRT-International; Founder, Troll-Busters.com; 3x...





About Me: Dr. Michelle Ferrier

Founder, TrollBusters.com

- Author, Attacks and Harassment: The Impact on Female Journalists and Their Reporting (2018).
- Author: Mediating Misogyny, "TrollBusters: Fighting Online Harassment of Women Journalists"
- Author: "The Progression of Hate," Attacks on the Press 2016 Edition, Committee to Protect Journalists.













LevelUp Great Escape Game

TOXIC

TOXIC

AVENGER

You step right





TOXIC





tween the Devil & the Deep Blue Sea



TOXIC



TOXIC

Gardening as a Radical Act

World Press Freedom Day and UN Strategies

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Regional Reports on Online Abuse and Press Freedoms

Case Studies: Profiles in Resilience

Tactics on Legal Redress, Digital **Safety and Creating in Hostile Geographies**

Strategies for Engagement, **Protecting Sources**

Maintaining Presence Online and Off

Mental Health Strategies for Resilience



TOXIC

reating a Culture of Safety





HOW

YOUR INTERNET DIGITAL



GENERATION ZEITGEIST 02 💆











CURVEILLANCE

BROTHER





DIGITAL











AMONIMITY, IDENTITY. AUTHENTICITY











F--, }-1, | ++5 | ----, }-1, | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | +5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | ++5 | +5 | ++5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 | +5 |







FIRST INTERNET MESSAGE EVER SENT!

RISE OF LAN (LOCAL AREA NETWORK)

TIMELINE

NAME SYSTEM IS BORN

TIM BERNERS-LEE INVENTS HTML

THE WORLD WIDE WEB GOES MAINSTREAM

4 BILLION INTERNET USERS AROUND THE GLOBE

HOW DOES THE INTERNE MORK?

CAUTIONARY

HOW IS DATA COLLECTED, STORED

AND DISTRIBUTED ON DIGITAL CHANNELS?

TALE: THE HARMS

WHERE DOES MY DATA GO 7

HOW CAN

THE PERSON WHO

PICTURES

NANTED THE

WAS AN OLDER

EEN. I WAS NEVER

HINKING IT WAS

A 35-YEAR-OLD

OTHER

ON THE

PEOPLE FIND WHERE I LIVE?

HOW DOES THE INTERNET WORK

FIRST WAN

(WIDE AREA NETWORK) EVER ESTABLISHED



OF DIGITAL DATA:



HOW IS YOUR DATA STORED



MORE SPEED MEEDED TO GET ON THE SUPER HIGHWAY

THE INTERNET AS PARALLEL UNIVERSE

WIRES, ROUTERS, SERVERS, IPADDRESS, COMPUTERS, CLIENTS, INTERNET SERVICE PROVIDERS, WIRELESS, DATA PACKETS



WHERE DOES YOUR DATA GO

SOME HAVE EXPLOITED THESE TECHNOLOGIES TO CAPTURE THE ATTENTION OF USERS



PROVIDES INFORMATION FOR PEOPLE TO UNDERSTAND THE WORLD

BUT IT ALSO FACILITATES MISINFORMATION,

DISTRUST, ORGANISED ONLINE VIOLENCE AND OTHER DIGITAL HARM

WHETHER YOU

NOT, LOCATION

PARTICIPATE OF

ALGORITHMS ARE

TRACKING YOU

IN 2010, AMANDA TODD, FROM VANCOUVER AREA, WAS 13.

SHE USED VIDEO CHATS TO MEET OTHER TEENS LIKE AYDIN COBAN, WHO IN REALITY WAS A 35 YEAR OLD.

HE TALKED HER INTO SHOWING HER BREASTS DURING A WEBCAM CHAT - SHE DID - NOT KNOWING HE HAD TAKEN A PHOTO.

HE THEN ASKED FOR MORE THREATENING TO SHARE THE PHOTO ON FACEBOOK. SHE REFUSED AND HE SHARED THE PHOTO WITH HER FRIENDS.

SHE CHANGED SCHOOLS, BECAME DEPRESSED, AND IN 2012 COMMITTED SUICIDE.

TROLLBUSTERS RDYR















PEOPLE USE THE INTERNET WHAT DOES OUR IDENTITY HOW DO LOOKLIKE WE GO ? "VIRAL"!

HOW AND WHY





TEEN USE OF THE INTERNET

CRAFTING YOUR

DIGITAL SELF



COMBINATION OF SELF-CREATED, DISCLOSED INFORMATION AND INFORMATION AGGREGATED FROM OUR INTERACTIONS ONLINE TRACKED USING COOKIES, LIKES, SHARES, RETWEETS, COMMENTS, ALGORITHMS TRACK YOUR LIKES TO GAUGE YOUR ENGAGEMENT WITH ONLINE CONTENT.

TEENS CREATE DAILY CONTENT ON TIKTOK AND INSTAGRAM TO SHARE WITH THEIR ONLINE COMMUNITY. SOMETIMES IT GOES VIRAL

IN REAL LIFE ME YOUR DIGITAL IDENTITY



EVEN WHEN WE SLEEP IN REAL LIFE. THIS DIGITAL CULTURE HAS SPAWNED T'S OWN LANGUAGE, BEHAVIORS, ACTIONS, LAWS & OTHER CULTURES THAT SHAPES WHAT HAPPENS





7/ NOT AT ALL

ORIGINALLY WE WENT ON THE WEB SEEKING INFORMATION. THE SOCIAL WEB CONNECTED US TO EACH OTHER ACROSS THE

GLOBE

CAUTIONARY TALE: CATFISHING



IN 2012, 28-YEAR OLD TREMAIN HUTCHINSON FROM ATLANTA USED TEEN CHAT SITE TAGGED. COM PRETENDING TO BE A CUTE 16-YEAR-OLD BOY CALLED "MARIO", "QUAN" OR "MONEY". HE WOULD ENTICE GIRLS 11-17 TO SEND HIM NAKED PHOTOS. HE WAS TARGETING DOZENS OF VICTIMS. AFTER HIS ARREST, HE ADMITTED TO EXTORTING 16 CHILD VICTIMS AND RAPING 4 GIRLS HE MET ONLINE WHILE PRETENDING TO BE A TEENAGE BOY. YOUNGEST RAPE VICTIM WAS 17

TROLLBUSTERS RDYR

on Collaboratory / TrollBusters, Restricted Use, Do Not Copy,



HOW CAN I BE ONLINE AND STILL BE PRIVATE?

WHO IS

USING MY

WHO IS WATCHING ME?

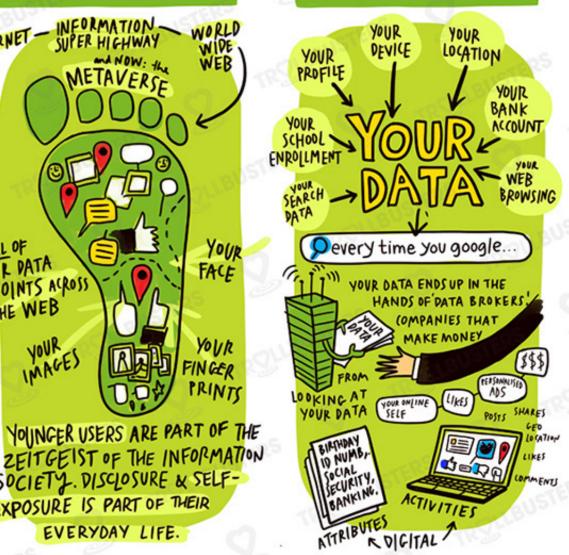
CHECK THE WEBSITE "I HAVE BEEN PWNED" TO SEE IFANY OF YOUR PASSWORDS HAVE BEEN EXPOSED IN A DATA BREACH.

OR CHECK NAMECHECK.COM OR KNOWEM TO LOCATE YOUR USERNAMES, PRIOR/OLD ACCOUNTS AND OTHER ACCOUNTS THAT LOOK LIKE YOU.

a NETWORK of DATA POINTS



YOUR DATA, YOUR DIGITAL IDENTITY



THE DARK WEB & YOUR DATA

DIGITAL IDENTITY CAN BE EXPOSED THROUGH UNSECURED WEBSITES, PHISHING ATTEMPTS, WEAK PASSWORDS, LOCATION SHARING BROWSER SETTINGS COOKIES, ETC. THIS DATA MEB IS RECORDED,
STORED, AND
IN SYSTEMS OF CENTRALISATION. HACKERS (AN BREACH THESE SYSTEMS.

THE DARK WEB IS A MARKETPLACE OF PERSONAL, PRIVATE DATA USED TO EXPLOIT & GAIN ACCESS TO YOUR IDENTITY. IDENTITIES ARE TRADED & SOLD. JUST ONE/TWO PIECES OF IDENTITY DATA CAN BE USED TO ACCESS YOUR ACCOUNTS.

DEEP FAKES& IDENTITY FRAUD



CAUTIONARY TALE: WHAT YOWL DIGITAL? FOOTPRINT SAYS TO OTHERS?

IN 2021, ALEXI MC CAMMOND WAS HIRED AS TEEN VOGUE'S EDITOR IN CHIEF. (#STOPASIANHATE #TEENVOGUE MADESOME RACIST TWEETS ABOUT ASIANS

THAT SURFACED AMID # STOPASIANHATE SOCIAL CAMPAIGN AND HER HIRING PROCESS. TWENTY STAFFERS OF THE PUBLICATION OPPOSED HER HIRING. BACKLASH CAME FROM ONLINE BUT ALSO FROM ADVERTISERS WHO PAUSED CAMPAIGNS. MCCAMMOND WALKED AWAY AND TEEN VOGUE MOVED ON.

WHAT YOU PUBLISH ONLINE STAYS PUBLIC, EVEN IF YOU DELETE IT.

TROLLBUSTERS RDYR

SOCIETY. DISCLOSURE & SELF-

EXPOSURE IS PART OF THEIR

EVERYDAY LIFE.





SEPT 23,2012 -PICTURES ON REDDIT APRIL4,2012 BORN



SEPT. 17,2013 HIRED AS "SPOKESCAT" FOR CATFOOD BRAND

BECOMES A

TO SEE HER W

GRUMPY (AT DIES AGE 7. HER DEATH WAS COVERED BY

FOLLOWERS ON TWITTER, 2.4 ON INSTAGRAM & OOK

WHAT IS

HOW DOES

SOMETHING

HOW DO PLATFORMS MONETIZE USERS 7

CURRENCY

HOW? PLATFORMS COLLECT DATA. EVEN WATCHING A MOVIE AT HOME GENERATES PERSONAL DATA. THIS INCLUDES SENSITIVE INFORMATION LIKE HEALTH RECORDS, SOCIAL SECURITY NUMBER, LOCATION DATA, ETC.

YOUR ACTIVITY DATA IS THEN SOLD TO COMPANIES.

WEBSITES RECORD CLICKS MOVEMENTS OF YOUR T

YOU KNOW IT WHEN YOU START SEEING SIMILAR CONTENT FOR SEVERAL DAYS IN YOUR TIMELINE AFTER YOU SEARCHED FOR SOMETHING.



LIFESTREAMING & DIGITAL INFLUENCERS

AS SOCIAL MEDIA PLATFORMS HAVE GROWN, SO HAVE AVENUES TO GENERATE INCOME. MANY YOUNG PEOPLE NOW LOOK



BRANDS. 111 INFLUENCERS CAN ALSO FAKE THEIR BODY, BACKGROUND, BELONGINGS & RELATIONSHIPS. THEY CAN BUY FOLLOWERS TOO.

ORDINARY USERS CAN FEEL INSECURE ABOUT THEIR BODIES, BACKGROUND & RELATION SHIP STATUS. THEY CAN'T HELP TO COMPARE.

THE FANS HAVE THE POWER



ON PLATFORMS SUCH AS INSTAGRAM FACEBOOK, TWITTER, REDDIT, TUMBIR, TIKTOK, YOUTUBE, ETC., A SIZEABLE POPULATION OF USERS BELONG TO FAN GROUPS.

THEY ARE HIGHLY COORDINATED AND SKILLED AT MOBILIZING AND SOME FANBASES HAVE USED THESE SKILLS FOR ONLINE ACTIVISM.

\$ IN 2020, SOUTH KOREAN BOY GROUP BTS DONATED A MILLION TO BLACK LIVES THEIR FANS, KNOWN AS BTS ARMY FOLLOWED THEIR LEAD DONATED EVEN MORE TO THE SAME CAUSE.

SOCIAL MEDIA BODY "IMAGE

SOCIAL INFLUENCERS SPEND HOURS TO MAKE THEIR WORK EFFORTLESS. SELFIES : · A SOCIAL CURRENCY · A FEEDBACK LOOP FOR SELF. **IDENTITY** AFFIRMATION A PROMOTIONAL TOOL · A WAY TO PRESERVE MEMORY.

HOWEVER:

OBSESSING OVER SOCIAL IMAGE CAN LEAD TO SERIOUS ISSUES : EATING 6/0R ANXIETY DISORDERS AND DEPRESSION.

NEGATIVE COMPARISONS W UNREALISTIC IDEALS OF APPEARANCE

CAUTIONARY TALE: HOW THE INTERNET COLLECTS DATA

IN 2012, A HIGH SCHOOL GIRL BEGAN RECEIVING COUPONS FROM TARGET FOR BABY PRODUCTS FURIOUS, HER FATHER WENT TO COMPLAIN BUT HAD TO APOLOGIZE:

HIS DAUGHTER WAS PREGNANTAND TARGET FOUND OUT BEFORE SHE TOLD HER FAMILY. BASED ON HER BROWSING

ACTIVITY, TARGET HAS THE TECHNOLOGY TO FIGURE

OUT APPROXIMATE DUE DATES.



GENERATION ZEITGEIST LLANCE BIG BROTHER

HOW DO

WHAT KIND OF DATA IS COLLECTED ABOUT ME & HOW CAN I

BE PRIVATE

THE WEB ?

THE CONCEPT OF VIDEO MONITORING POPULARIZED

FIRST VIDEO TAPE A TV CAMERA

RECORDER CAPTURES LIVE IMAGES FROM LAW ENFORCEMENT USE OF VIDEO SURVELLANCE IN

THE U.S.

EXPANSION

FIRST VIDEO HOME SE'URITY SYSTEM USING TV SURVEILLANCE

BUSINESSES PRONE TO THEFT ADOPT SURVEILLANCE SYSTEMS

THE NANNY CAM IS

INVENTED

THE WORLD TRADE CENTER ATTACK CHANGES VIEW ON VIDEO SURVEILLANCE FROM BIG BROTHER

THE INTERNET HAS ENABLED VIDEO SURVEILLANCE

TO BE USED ANYWHERE WATCHED

YOUR DATA IS VALUABLE

IN INFORMATION AGE, USER DATA IS THE COIN OF THE REALM. DATA -> AN EXTREMELY VALUABLE ASSET FOR TRACKING CUSTOMERS



COOKIES AND TRACKING TOOLS HARVEST YOUR DATA AND RESELL IT TO MARKETERS, THIRD PARTIES AND OTHERS.

TEENS DISCLOSE A LOT OF PERSONAL INFORMATION FOR SOCIAL BENEFIT, BUT ALSO USE FALSE PERSONAL INFO TO GET ACCESS ON COMMERCIAL

OVERSHARING & TMI

TEENS ADOPT A "RISK-BENEFIT"ANALYSIS TO THEIR CHOICES ABOUT WHAT AND WHERE TO SHARE. THEIR CHOICES DEPEND ON CONTEXT & TRADE-OFFS TO CONTROL THE SOCIAL SITUATION. SHARE



WHAT YOU CAN'T CONTROL WHAT YOU CAN

STUFF GETS OUT



ONLINE & PHYSICAL SURVEILLANCE





SHOULD

I POST

THAT!







FOLKS TRACK

THE HOLES IN

GEOLOCATION

DATA & THREATS META DATA

SELFIES & PHOTO

NETWORK CONNECTION & HACKING

FOR IMPORTANT

LEAKY APPS& OTHER VULNERABILITIES

KEYS FOR VITAL ACCOUNTS



AN INTERNET SERVICE

CAUTIONARY TALE: WHO WATCHING ME?

SEPTEMBER 2010. TYLER CLIMENTI (18) STARTED CLASSES AT RUTGERS UNIVERSITY. OTHER STUDENTS KNEW HE HAD BEEN MISTREATED BUT FAILED TO REACH OUT TO HIM. HIS ROOMMATE

USED A WEBCAM TO SECRETLY FILM TYLER'S

ROMANTIC EXCHANGE

ENCOURAGING FOLLOWERS TO VIEW IT. JUST DAYS LATER, TYLER JUMPED OFF THE GEORGE WASHINGTON BRIDGE COMMITTING

FINANCIAL PRIVACY FITNESS. HEALTH AND OTHER

DIGITAL DEVICES COLLECT A HUGE AMOUNT OF DATA ABOUT US AIRTAGS USE RADIO-FREQUENCY IDENTIFICATION (RFID) TECHNOLOGY TO HELP YOU FIND ITEMS YOU HAVE MISPLACED. HOWEVER, IN GENERAL IT'S GOOD TO NOT HAVE LOCATION DATA TURNED ON ALL THE TIME. CHOOSE GO TO SETTINGS > PRIVACY > CHOOSE

THAT SFLFIE YOU TOOK? NAY EXPOSE CONNECTING TO A CONNECTING TO A COMMUNICATION CAN BE BETWEEN YOU AND THAT HACKERS YOUR
CAN PICK UP YOUR
FINGERPRINTS CAN BE USED TO TRACK YOUR LOCATION AND

SERVERS WHERE

WEB CONTENT

WITH ANOTHER MAN IN THEIR DORMROOM. THEN HE POSTED THE VIDEO ON TWITTER,

MORTON HEILIG

INVENTS SENSORAMA

MACHINE, A CABINET-SIZED
SIMULATOR COMBINING 3D FILM

WITH SOUNDS. SMELLS & VIBRATION

ONNECTION ON THE

USERS TO DIGITAL

CAN ONLINE BEHAVIOR AFFECT ME

IS THE WEB MIRROR FOR REALITY?

VIRTUAL REALITY

3

TO DREAM. TO LEARN, TO CONNECT.

direct inspection for the first



Our collective shades are now open. We see the mundanity, the avarice, the ugliness, the perversity, the loneliness, the love. The inspiration, the sevendipity, and the tenderness that manifest in humanity. Seen in proportion, we can breathe a sigh of relief. We are basically ok".

PROFESSOR IVAN HE SWORD OF DAMOCLES'-A STEREOSCOPIC HEADSET THAT MAKES USERS EXPERIENCE SITTING IN A VIRTUAL

EX-ATARI RESEARCHERS JASON LANIER & TOM ZIMMERMAN FOUND VPL RESEARCH, GOING ON TO REJEASE THE DATA GLOVE INPUT SYSTEM & EYEPHONE HEADSET

NEAL STEPHENSON PUBLISHES HIS INFLUENTIAL SCI-FI NOVEL SNOW CRASH IN WHICH CHARACTERS USE VIRTUAL REALITY TO VISIT METAVERSE'S DNUNE HIGH STREET

NINTENDO RELEASES VIRTUAL BOY, A \$180 3D HEADSET INDUCING NECK PAIN & NAUSEA, IT FLOPS WITHIN A YEAR

'READY PLAYER ONE', -A SCI-FI NOVEL BY ERNEST CLINE , REVIVES INTEREST IN VR WITH THE DEPICTION OF THE DASIS. A VAST -

FACEBOOK BUYS OCULUS' FOR \$260, CREATED BY TEENAGER

MASS-MARKET VR ARRIVES (AGAIN) WITH OCULUS RIFT SET FOLLOWED BY HTC'S PLAYSTATION VR

REALLY A

BELONGING

TECHNOLOGIST JARON LANIER IMAGINED THIS META VERSE AS THE CREATOR OF VR. "It is the real us, available for

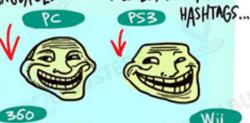


TO FOSTER ASENSE OF COMMUNITY BELONGING and CONNECTION. oTHERS, LIKE REDOIT and TUMBLE, EN COURAGE NICHE COMMUNITIES.

AS CONSUMERS USING THESE NEW DEVICES AND SOFTWARE, WE ARE CREATING THE SOCIAL RULES AND NORMS OF BEHAVING IN DIGITAL SPACES . WE ARE CREATING NEW VISUAL LANGUAGES THROUGH MEMES, EMOJIS,

STICKY INTERFACE

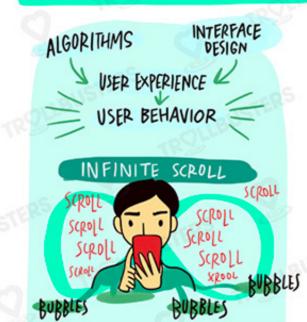
BY DESIGN





SOCIAL MEDIA PLATFORMS LIKE FACEBOOK, TWITTER, INSTAGRAM, SNAPCHAT, TIKTOK HAVE BECOME PART OF THE FABRIC OF OVA UVES SOME PLATFORMS WERE DESIGNED

FILTER BUBBLES& "TRUTH CIRCLES"



ALGORITHMS and USER INTERFACE DESIGN DRIVE THE EXPERIENCES OF USERS AND THE CONTENT THEY SEE, THE CONNECTIONS THEY MAKE, THE SUGGESTED CONTENT MA PURCHASES, ALGORITHMIC BIAS KEEP US ENGAGED IN PUTTING ENERGY AND ATTENTION IN THE ONLINE ECONOMY.

LANIER WARNED THAT VIRTUAL TECHNOLOGIES CAN BE WIELDED IN DANGEROUS WAYS.

WHAT'S TO STOP A ONLINE MASS OF (NONYMOUS BUT

ONLINE THREATS, IRI CONSEQUENCES



PLATFORMS LIKE PARLER HAVE DEMONSTRATED HOW THESE BUBBLES CAN BE USED AND WEAPONIZED FOR



COORDINATED COUNTERPROTESTS AND THREATS.

ANONYMOUS BAD ACTORS TAKE DIGITAL SLEUTHING TO NEW LEVELS. AMATEUR ONLINE SLEUTHS HAVE OUTED THE IDENTITY OF BAD KARENS CAUGHT ON SOCIAL OR TO STALK AND DISSECT RELATIONSHIPS AS IN THE CASE OF WEST ELM CALEB, AN ORDINARY





SAM BECAME DEEPLY IMMERSED IN ONLINE CONVERSATIONS WITH WHITE SUPREMACISTS & PLEADED WITH HIS PARENTS TO ATTEND A PALLY IN WASHINGTON D.C. HE EVENTUALLY LEFT THE GROUP. "I KNEW LIKING THEM WAS WRONG. BUT

WANTED TO LIKE THEM BECAUSE EVERYONE ELSE HATED THEM. [...] ALL I WANTED IS FOR PEOPLE TO TAKE ME SERIOUSLY "





WHAT DOES DIGITAL GROOMING LIKE

GROOMING IS WHEN AN ADULT BEFRIENDS

PREDATORS WITH THE INTENT OF SEXUALLY EXPLOITING THEM.

CAN FAKE IDENTITIES TO LURE VICTIMS & START CONVERSATION

ONCE TRUST IS ESTABLISHED THEY START REQUESTING SEXUAL EXCHANGES (CONVERSATIONS, PICTURES & VIDEOS)

93.4% ASKED FOR IMAGES FROM THE YOUNG PERSON



STALKING, BULLYING MO HARASSMENT CAN HAPPEN MANY

FOLLOWALL OF YOUR SOCIAL MEDIA

USERS THAT COMMENT ON EVERYTHING ACCOUNTS FOLLOWING

SOME ONLINE BEHAVIORS MIGHT LOOK HARMLESS IN THE BEGINNING BUT MIGHT TRANSITION TO MORE SEVERE FORMS OF HARASSMENT:

CREATING V YOUR CONFIDENTIAL POST TO SHAME



ACCOUNT, AVOID SHARING IF YOU HAVE A PUBLIC DETAILS THAT MIGHT GIVE AWAY YOUR CURRENT LOCATION, SHARE IT AFTER YOU LEAVE.

IF YOU ARE RECEIVING HATEFUL COMMENTS ON A POST CONSIDER REPORTING THE USER. SIMPLY TURN OFF COMMENTS OR BLOCKING MAY NOT BE ENOUGH.

FIND CERTAIN WORDS TRIGGERING, CONSIDER MUTING THEM OR BLOCK ACCOUNTS THAT CONSISTENTLY POST CONTENT REGARDING THAT.

SPOT THE PREDATOR

THEY LOOK FOR PEOPLE EASY TO INTIMIDATE. THEY GO FROM





- VIDLENCE

THEM ONLY IF THEIR BEHAVIOR IS ACCEPTABLE

FROMTHE CURLENT ENVIRONMENT TO A SAFER ONE.

OF ACTION IF SOMEONE MAKES YOU UNCOMFORTABLE

LEARN DEFENSE TRICKS!

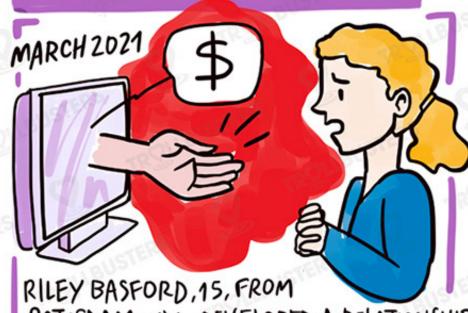
DIGITAL

HOW DO YOU

RESPOND

DANGEROUS

SITUATION ?



POTTSDAM, NY - DEVELOPED A RELATIONSHIP WITH A FACEBOOK USER - SENT THEM PERSONAL PHOTOS, THE USER ASKED FOR \$3,500 OR THEY WOULD POST THE PHOTOS TO FAMILY and FRIENDS ON SOCIAL MEDIA. WITHIN HOURS OF BEING THREATENED, RILEY COMMITTED SUICIDE.

FORMATION ARPANET

1ST ILLEGAL ONLINE TRANSACTION

ARPANET SPLITS

IN TWO

RISE OF HAVENS

INTERNET OPEN TO THE PUBLIC CREATION NAPSTER RELEASE

RELEASE

FREENET

FIRST MINING

ARAB SPRING SILK ROAD SHUT WN

SNOWDEN WHISTLE -BLOWING

PLAYPEN SHUT DOWN WHAT DO TROLLS

WHO LURKS IN ONLINE COMMUNITIES

ARE YOU REAL? LIKE, FOR REAL REAL?

YOUR ACTIONS ARE USED FOR MARKETING & COMMERCIAL PURPOSES

YOUR DIGITAL TRACES CAN ALSO GIVE CLUES TO ANONYMOUS BAD ACTORS SEEKING TO RECRUIT OR GROOM YOU ONLINE. PINTEREST



WHAT DO TROLLS

MISINFORMATION, DISINFORMATION, IMPOSTER ACCOUNTS, AND HIJACKED SOCIAL ACCOUNTS ARE USED SO THAT WE DON'T KNOW WHO IS SPEAKING.



NOW, ACCOUNTS WILL USE FAKE IMAGES TO MAKE BIO: #NOTATROLL IT LOOK LIKE THEY APE HUMAN.



EMOJIS, MEMES & SIGNALING ON THE

PEPE THE FROG - CONSIDERED A SYMBOL OF HATE ... AND LOVE?



PEPE THE FROG IS A POPULAR INTERNET MEME USED IN A VARIETY OF CONTEXTS.

IN RECENT YEARS IT HAS BEEN APPROPRIATED BY WHITE SUPREMACISTS, ESPECIALLY FROM THE "ALT RIGHT" WHO USE IT IN RACIST, ANTI-SEMITIC OR OTHER HATEFUL CONTEXT.

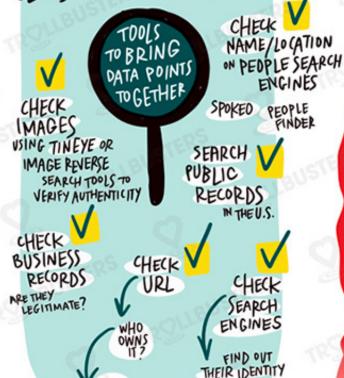
HAPPENED TO TROLLFACE"

ECHO

IS THE ONLINE USE BYANTI-SEMITES OF MULTIPLE PARENTHESES AROUND A NAME TO INDICATE THEY ARE JEWISH.

OPEN-SOURCE INTELLIGENCE TOOLS

IMAGES & POSTS PROVIDE LOTS OF DATA FOR MARKETERS AND PROVIDE CLUES TO USER IDENTITY.



CAUTIONARY TAVE: WOLF IN SHEEPS CLOTHING



ABOUT ONLINE ACTIVITIES WHAT ONLINE RULES ARE WISE ?

DO STRICT PRIVACY SETTINGS MAKE SENSE?



CLICK AWAY/

SOURCE

ARE THEY CREDIBLE OR REAL?

DOES THE INFO GIVEN ACTUALLY SUPPORT THE STORY

DIGITAL

RECORD

ARE YOUR OWN BELIEFS

ASK A LIBRARIAN,

OR CONSULT A
FACT- CHECKINGS TE

CAN YOU SPOT FAKE NEWS'

IT'S FAKE OR MISLEADING INFORMATION CREATED & SPREAD DELIBERATELY TO HARM PEOPLE, INSTITUTIONS, & INTERESTS



ON THE CONTENT. THIS ALSO MEANS FAKE OR MISLEADING STORIES,

BUT IN THIS CASE THE STORIES MAY NOT HAVE BEEN DELIBERATELY CREATED WITH THE INTENTION TO MISLEAD.

MASQUERADES. WHO DAT?



ISLEADING _ CONTENT

USED TO ENTICE READERS TO (LICK ON IT

SATIRICAL STORIES OR EXAGGERATION GENUINE NEWS SOURCES IMPERSONATED WITH FALSE, MADE-UP STORIES TO DECEIVE OF MISLEAD AUDIENCES

SOMETIMES WHOLE WEBSITES ARE SPOOFED TO

WHAT TYPES OF SOURCES HAVE BEEN CITED? UTHORITY WHO IS THE AUTHOR! ARE THEY QUALIFIED

TIMELINESS OF

IS IT OUTDATED?

A TEST TO HELP YOU EVALUATE

ONLINE & OFFLINE SOURCES

5 INDICATORS

SELEVAN CY

THE IMPORTANCE OF THE INFORMATION TO YOUR CONTEXT

SPELLING/GRAMMAR MISTAKES!

DURPOSE @

CAN'T BELIEVE EVERYTHING

CONFUSION. PEOPLE MAY NOT WHATTO 200 DO FEEL THEY HAVE ENOUGH

MISUNDERSTANDING CAN CAUSE

RUMDURS BY PROVIDING

NFORMATION 14ROUGH APPROPRIATE CHANNELS !

SCHOOL ADMINISTRATIONS PRESS/MEDIA PRINT/WEBSITE

REGULARLY UPD ATE INFORMATION ON THE WEB TO KEEP THE SEARCH ENGINES OPTIMIZED ON YOUR STORY

CAUTIONARY TAVE: CONSPIRACY THEORIES

THE SOURCES

DO YOU

KNOW YOUR

2016 - POPULAR YOUTUBER MARINA JOYCE, 19, UPLDADED A VIDEO ON HER CHANNEL ADVERTISING SOME CLOTHES CONSPIRACY THEORY : HER FANS ANALYZED THE VIDEO AND CLAIMED SHE HAD BEEN KIDNAPPED

#SAVEMARINAJOYCE WAS TRENDING, SHE WAS GETTING

NATIONAL PRESS, OTHER YOUTUBERS WERE MAKING VIDEOS ABOUT HER, THE POLICE

VISITED HER TWICE, SHE WAS SAFE.

AFTER SHE DID MULTIPLE LIVESTREAMS ON FACEBOOK TO TELL EVERYONE SHE WAS FINE.

SOME PEOPLE WERE PHOTOSHOPPING PICTURES OF HER WITH "HELP ME". FAKE VIDEOS & TWEETS WERE MADE AS IF THEY WERE FROM HER. # BOY COTT

MARINATOYCE STARTED TRENDING AS PEOPLE ACCUSED HER OF STAGING IT

TROLLBUSTERS RDYR



ST POPULAR DETWORKS TO ACTORER 2021



















WONEY SULLENERS

WHAT IS

AN

INFLUENCER SHOULD ? BELIEVE THE HYPE?

FROM USER TO CREATOR

USERS DRAMATIZE AND HYPE
THEIR LIVES AND EXPERIENCES
TO ONLINE AUDIENCES FOR
LIKES, DOLLARS, LOVE & ATTENTION

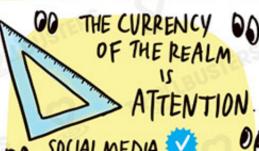




I FEEL LIKE I
HAVE PEOPLE WHO WILL
SUPPORT ME THROUGH
TOUGH TIMES

ARDUND 4-IN-10 SAY THEY
FEEL PRESSURE TO ONLY POST
CONTENT ON SOCIAL MEDIA THAT
MAKES THEM LOOK GOOD TO OTHERS
(43/) OR SHARE THING THAT WILL BET
A LOT OF LIKES / COMMENTS (37/)

MEASURING SUCCESS V



SOCIAL MEDIA SOCIAL

INFLUENCERS WHO AMASS
FOLLOWERS AND BECOME HUBS IN
THE ONLINE INFORMATION NETWORK.



A LOT OF TIMES VIRAL

CONTENT IS CREATED AND DISTRIBUTED

IN A COORDINATED WAY.

THESE

COURDINATED

PROMOTING
INTERNET IDEDLICIES
TIGUS
EXIST SCIENCE,
POLITICS,
RELIGION

THESE COOPUNATED CAMPAIGNS CAN SPREAD DISINFORMATION, HATE SPEECH & ABUSE

HAS SOCIAL MEDIA CHANGED YOU?

5 ANNOYING INSTA' HABITS





SOCIAL MEDIA HAS AMPLIFIED OUR WORST INSECURITIES & JOMEHOW FORCED US TO TRY TO LOOK GOOD ALL THE TIME.

BEFORE INSTAGRAM, I ONLY WORE
MAKE-UP DURING BIG EVENTS. NOW I CAN'T
GO OUT OF THE HOUSE WITHOUT FOUNDATION
& POWDER. AND I'M A GUY"

(SORT OF)

CONTENT CREATORS AS YOUNG AS 7 HAVE CREATED BUSINESSES) AN GENERATED INCOME ON THE WEB. THE CONTENT CREATOR IS FUELED



HERE ARE SOME WAYS PEOPLE GET PAID ON YOUTUBE:

- > SELL MERCHANDISE
- JOIN THE YOUTUBE PARTNER PROGRAM
- USE INFLUENCE TO PARTNER WITH BRANDS & SPONSORS
- CROWDFUND
- LICENSE THEIR CONTENT
- BECOME AN AFFILIATE MARKETER

CAUTIONARY TALE: 2 00PS! WE FOUND YOUR HOT TAKE



16-YEAR OLD NASH GRIER
WAS THE MOST FOLLOWED
USER ON SOCIAL MEDIA
PLATFORM VINE.
HE HAD MORE FOLLOWERS
THAN JUSTIN BIEBER.
A DREAMWORKS COMPANY
WAS GOING TO MAKE A MOVIE
WITH HIM. A VIDEO OF HIM FAYING
A GAY SLUR IN 2013 RESURFACED,
A HISTORY OF MAKING HOMOPHOBIC
REMARKS SURFACED.
HE TOOK DOWN

#SORRY

TROLLBUSTERS RDYR

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C.R.A.A.P. ን ያውቁታል?

> "የውሸት ዜና" ማየት

ሀሰተኛ መረጃ እንዴት <u>እንደሚለይ</u> ምንጩን

ተመልከት

ከዚህ በላይ አንብብ፡

> ሙሉው ታሪኩ ምንድን ነው?

ደራሲውን አረጋግጥ:

እምነት የሚጣልባቸው ናቸው ወይስ እውነተኛ?

BCS ምንጮች:-

የተሰጠው መረጃ ታሪኩን በትክክል ይደግፋል?

ቀኑን ቀልድ ነው? ያረጋግጡ፡ በጣም ያልተለመደ?

አስቂኝ ሊሆን ይችላል። እርግጠኛ ለመሆን የድሮ ዜናዎ ችን እንደገና ድረገጹን እና ጸሐፊውን መለጠፍ ዛሬ ላይ ጠቃሚ መርምር ላይሆን ይችላል።

አድልዎዎን ያረጋግጡ፡

የራስህ እምነት በውሳኔህ ላይ ተጽእኖ እያሳደረ ነው?

ባለሙያዎችን ጠይቅ፡

የቤተ-መጻህፍት ባለሙያን ጠይቅ ወይም ሀቅ አጣሪ ድረገፆችን አማክር።

ምንጮቹ OLP ማስረጃዎቹ ምንድን ናቸው?

ይችላሉ?

ምንጮቹን

ሰዎችን፣ ተቋማትን መረጃማዛባት እና ፍላጎቶችን ለመጉዳት ሆን ተብሎ የተፈጠረ እና የሚሰራጭ የውሸት ወይም አሳሳች መረጃ ነው። "የውሽት ዜና" የሚለው ቃል ሰፊ ሳዎችን፣ ተቋማትን ሲሆን ለተለያዩ እና ሰዎች የተለያዩ ፍላጎቶችን **ሻገሮች ማለት ነው**። ለመጉዳት ሆን ተብሎ የተፈጠረ እና የሚሰራጭ የውሸት ወይም አሳሳች

> ይህ ማለት ደግሞ የውሸት ወይም አሳሳች ታሪኮች ማለት ነው፣ ነገር ግን በዚህ ጊዜ ታሪኮቹ ሆን ተብሎ የተፈጠሩት ለማሳት በማሰብ ላይሆን ይችላል።

መረጃ ነው።

አስመሳይ 🕇 ነው?



ተመልካቾችን ለማታለል

ወይም ለማሳሳት በሐሰት፣

በተሰራ ታሪኮች የተመሰሉ

እውነተኛ የዜና ምንጮች

ርዕሰ ዜናዎች እርዕሱን ጠቅ እንዲያደርጉ አንባቢዎችን ለማሳሳት

ይጠቅማል

አስቂኘ ወይም የቀልድ

ምሳሌ. ሽንኩርቱ እና ዕለታዊው ማሽ ቀልደኛ ታሪኮች በታዋቂ ሰዎች ዜና ላይ ለመቀለድ ቀልድ፣ ምፀት ወይም ማጋነን ይጠቀማሉ

ምንጮቹን የእርስዎን C.R.A.A.P ያውቁታል?



5 አመላካቾች

የመረጃው ወቅታዊነት. ጊዜው

ያለፈበት ነው?

MOOTH የመረጃው አስፈላጊነት

ለእርስዎ አውድ

ምን ዓይነት ምንጮች

的总例分 ደራሲው ማን ነው? ተጠቅሰዋል? የፊደል በርዕሱ ላይ ለመጻፍ አጻጻፍ/ሰዋሲው ስህተቶች?

ብቁ ናቸው? 9/4/059

የመረጃው ዓላማ

ምንድን ነው?

BELIEVE

EVERYTHING

ዲጂታል

አለመግባባት ግራ መጋባት ሊያስከትል ይችላል. ሰዎች



ትክክለኛ መረጃን

የፍለጋ ፕሮግራሞት በታሪክዎ ላይ ተስተካክለው ነተገቢው ቻናል

እንዲቀጥሉ ለማድረግ በማቅረብ በድሩ ላይ ያለውን መረጃ ወሬዎችን በየጊዜው ያዘምኑ። ማጥፋት

- የትምህርት ቤት አስተዳዳሪዎች
- ፕሬስ/ሚዲያ
- የህትመት / የድር ጣቢያ ይዘት

ፅንሰ – ሀሳቦች

2016- ታዋቂዋየዩቲዩብ ተጫዋች ማሪና ጆይስ፣ የ19 ዓመቷ፣ አንዳንድ ልብሶችን የሚያስተዋውቅ ቪዲዮ በቻናሏ ላይ ለቀቀች።

> የሴራ ፅንሰ-ሀሳብ፡ ደጋፊዎቿ ቪዲዮውን ተነተኑት እና እንደታገደች ተናገሩ።

> > #savemarinajoyce

መታየት የተለመደ ፣የብሄራዊፕሬስ ተኩረት እያገኘች ነበር፣ ሌሎች የዩቲዩብ ተጠቃሚዎች ስለሷ ቪዲዮ እየሰሩ ነበር፣ ፖሊሶች ሁለት ጊዜ ጎበኘዋት፣ ግን ደህና ነበረች።

ደህና መሆኗን ለሁሉም ለመናገር በፌስቡክ ላይ ብዙ የቀጥታ ስርጭቶችን ካደረገች በኋላ።

አንዳንድ ሰዎች "እርዱኝ" ከሚል ጽሑፍ ጋር የእርሷን ፎቶ ፎቶሾፕ ያደርጉባት ነበር። የውሸት ቪዲዮዎች እና ትዊቶች ከእርሷ እንደሆነ ተደርገው ተሰሩ። ሰዎች ነገሩን አወዛገበችው ብለው ሲከሷት #ቦይኮትማሪናጆይስ ሀሽታግ ቦይኮት ማሪና ጆይስ ማድረግ ተለመደ።

















Media Innovation Collaboratory



Michelle Ferrier, Ph.D.

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