

CS 121

Media and Elections

Technical Questions

- Virtual Private Network (VPN)
- Bot
 - twitterbot
 - chatbot
 - bot-*farm*

Twitter Bot

- “Every tweet comes with a counter of Likes and Retweets, and users come to internalize these metrics as proxies for real-world popularity. Yet these metrics can be gamed. Because a single Twitter user can create lots of accounts and run them all in a coordinated way, Twitter lets relatively small groups masquerade as far larger ones. If Facebook’s primary danger is its dissemination of fake stories, then Twitter’s is a ginning up of fake people.”
 - Farhad Manjoo ‘How Twitter is Being Gamed to Feed Misinformation,’
- <https://www.nytimes.com/2017/05/31/technology/how-twitter-is-being-gamed-to-feed-misinformation.html>

Facebooks Ads

- Ads Auction
 - What contributes to the ad choosen to show?
 - How do these characteristics influence discourse?
- Custom Audience
 - Who builds these?
 - Why use them?
- Lookalike Audience
 - How are these built?

Resources

- <http://www.pbs.org/newshour/extra/lessons-plans/lesson-plan-how-to-use-social-media-for-social-good/>
- <http://www.pbs.org/newshour/extra/lessons-plans/what-is-social-medias-role-in-election-2016-lesson-plan/>
- <http://mediaethics.jmc.kent.edu/2012/lessons.pdf>
- <https://www.pbs.org/newshour/show/voters-communicate-messages-for-election-via-social-media#transcript>

Wednesday Blog Post

- Two articles posted on class schedule
- Facebooks ads and Trump/Clinton use of Facebook
 - Post your reactions to each article.
 - Do these articles make you rethink how you use your Facebook newsfeed?
 - How do you expect candidates to use Facebook in 2020?