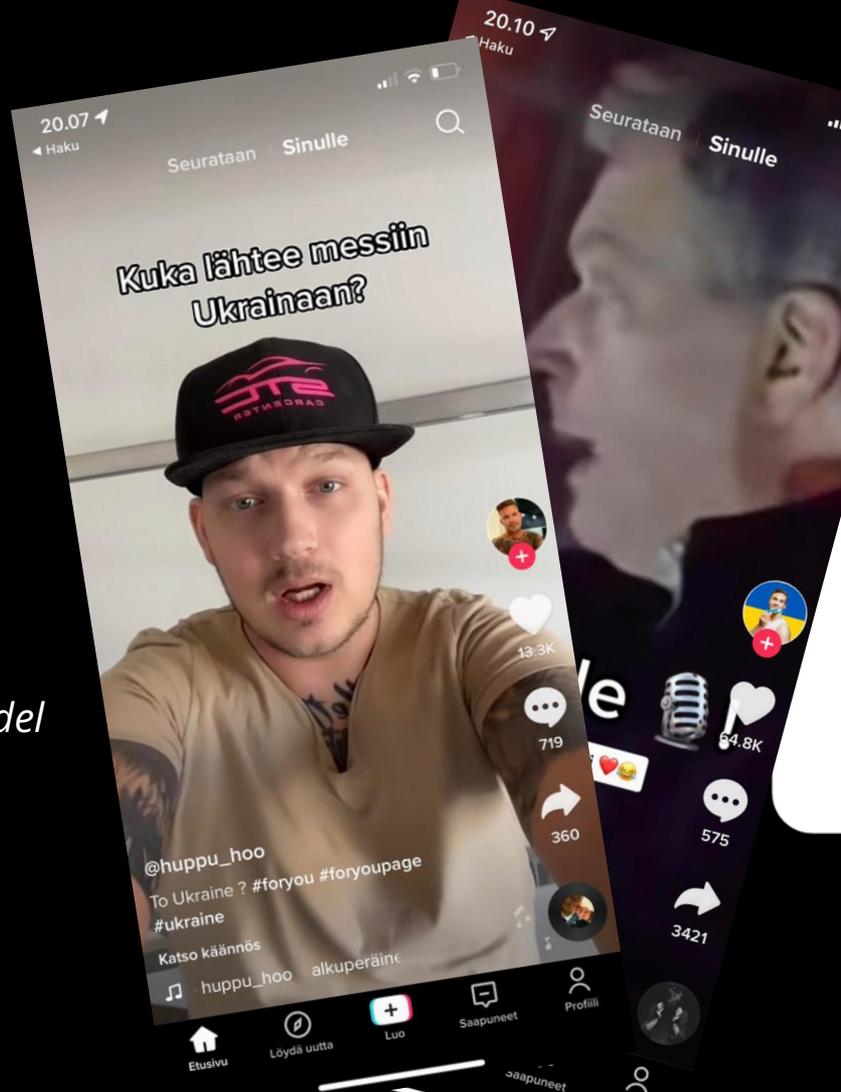


Info-operations in your own pocket

Information "war" as part of Social Media Business Model



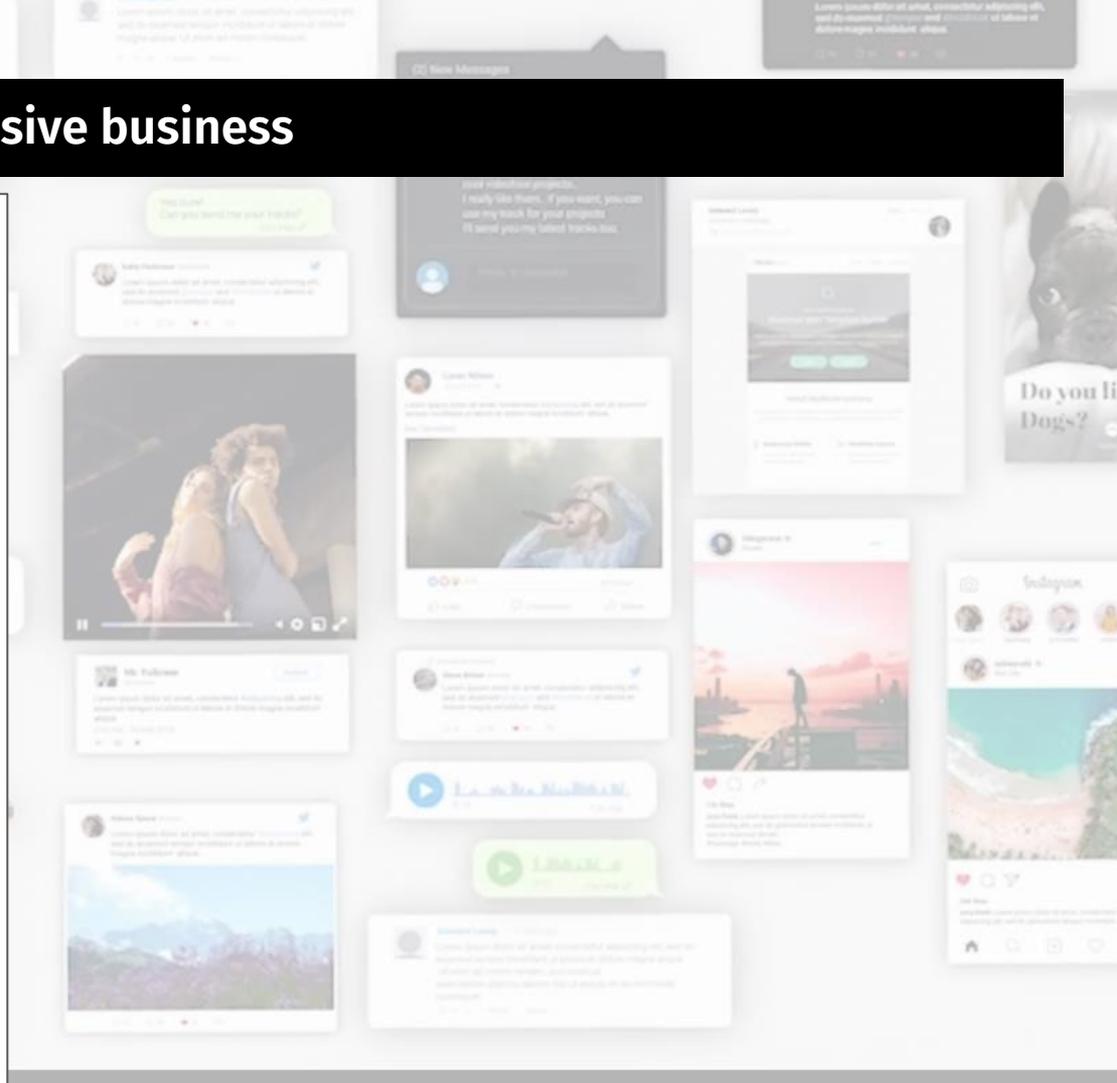
Background: Your own feed is massive business

You need Social Media to affect people's emotions and opinions. That's how you build Impact on larger crowds.

Information operations are widely based on Social Media business logic.

Understanding Social Media Business Model helps you understand Disinformation logic.

Your feed is built to keep in the platform as long as possible. To make you see as many ads as possible.



Media Landscape 2020's: Big audience from little streams

20th Century: Big Audience from one stream (TV-tower, Newspaper)



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



https://www.nytimes.com/2023/10/17/technology/hamas-hostages-social-media.html?unlocked_article_code=1.6kw.tXfN.1khtxBvJ_qsU&smid=nytcore-ios-share&referringSource=articleShare

It's not just
"content".

It's AI-discussion
now.

yle



Copyright @rainisto

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 tweet this picture *using text*.

yle

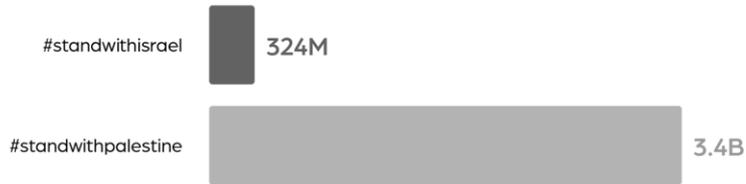


TikTok: Your feed transfers to real world opinions

TikTok the biggest news source for youngsters*

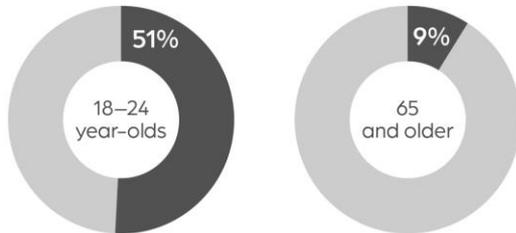
NUMBER OF TIKTOK VIEWS BY HASHTAG

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

yle Etusivu Vaalikone Venäjän hyökkäys UMK24 JN Hae Q Vaikko

SOSIAALINEN MEDIA

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 välillä

*=[https://www.uutismediat.fi/ajankohtaista/uutisten-viikon-tutkimus-tiktok-on-noussut-
nuorten-tarkeimmaksi-uutiskanavaksi-kiinnostus-omaan-elamaan-liittyviin-uutisiin-kasvussa/](https://www.uutismediat.fi/ajankohtaista/uutisten-viikon-tutkimus-tiktok-on-noussut-nuorten-tarkeimmaksi-uutiskanavaksi-kiinnostus-omaan-elamaan-liittyviin-uutisiin-kasvussa/)

Are these disinformation?

Or “visual op-ed”, or what?

 Donald J. Trump
@realDonaldTrump



6,19k Reposts 17,2k Likes

18.8.2024 klo 6.58 ap.



Instagram politics: What does *power* look like?

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



2027?

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

