

Intro to Information Tracer



Discover cross-platform campaigns and narratives

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Founder, Safe Link Network

March 31, 2023

About me

- Founder of Safe Link Network
- PhD in Data Science @NYU
- Intern
 - Twitter (*Machine Learning Health*)
 - Google (*Security and Anti-Abuse Research*)
 - AWS SAAR (*Security Analytics and AI Research*)



Challenge in tracking online campaigns



Platforms

Everyone works in a silo



Researchers
(me 😞)



Journalists /
Security analysts

Why I built Information Tracer

Assist **journalists, fact-checkers, security analysts,** and **humanitarian workers** to monitor and track narratives or campaigns across social media

How does Information Tracer work?



Platforms



Send query

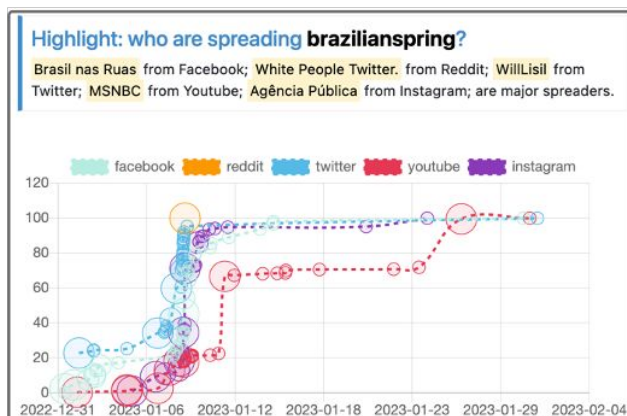
Journalists /
Security analysts

A dark gray rectangular search interface. It contains three input fields: the first has the text "BrazilianSpring", the second is labeled "Start Date:" and contains "11/01/2022", and the third is labeled "End Date:" and contains "01/31/2023". To the right of these fields is a blue button with the text "Search Now" in white.

How does Information Tracer work?



Platforms



Share Intelligence



Journalists /
Security analysts

Where can you find coordinated campaigns?

- * **Political campaigns** in diverse countries
(Brazil, Mexico, Nigeria, Ethiopia, Somali, Moldova)
- * **Hate speech** campaigns targeting celebrities
(Amber Heard; Meghan Markle, Duchess of Sussex)
- * **Scam/Fraud networks** spreading malicious content
(Fake Crypto)

Organizations currently using Information Tracer



香港大學
THE UNIVERSITY OF HONG KONG



Tecnológico
de Monterrey



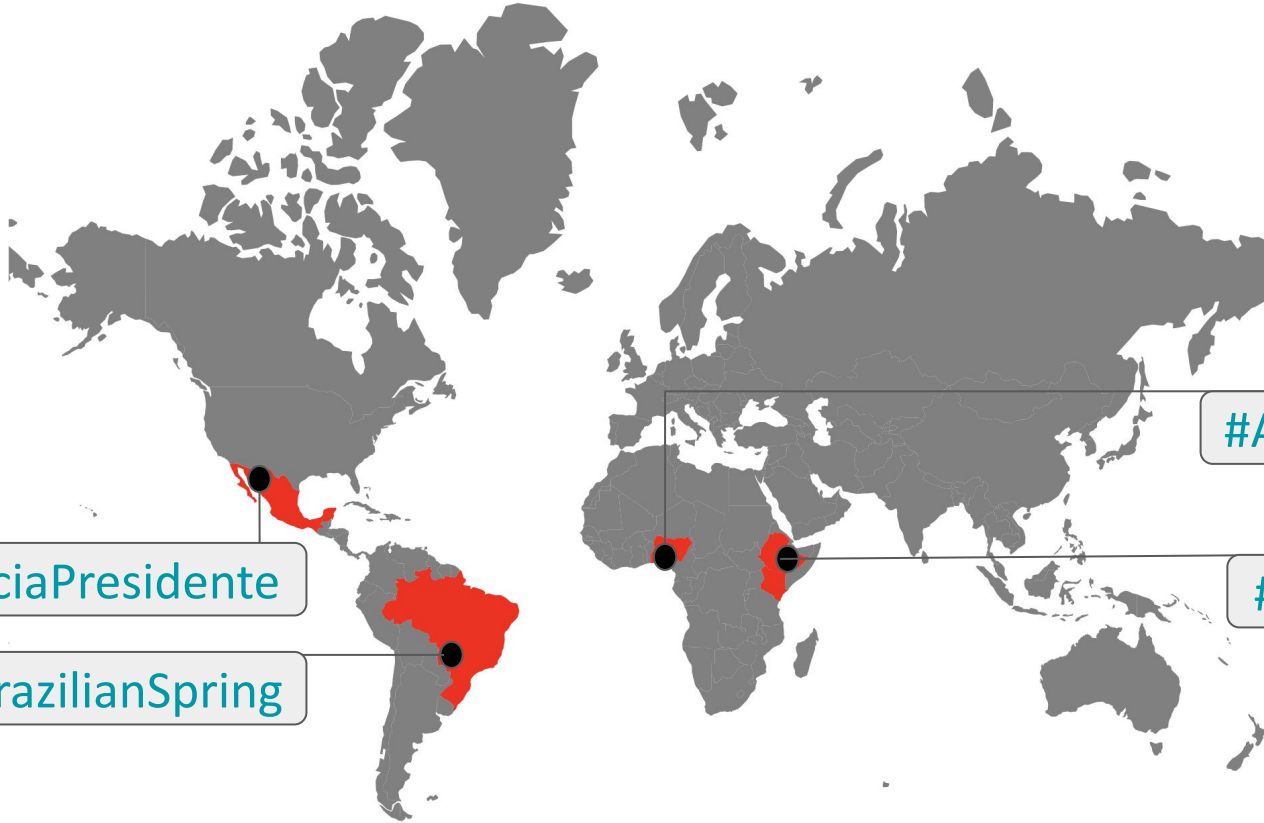
NEW YORK UNIVERSITY

Intro to Information Tracer



**Case study: discover political
campaigns in Brazil**

Ongoing coordinated campaigns in the Global South



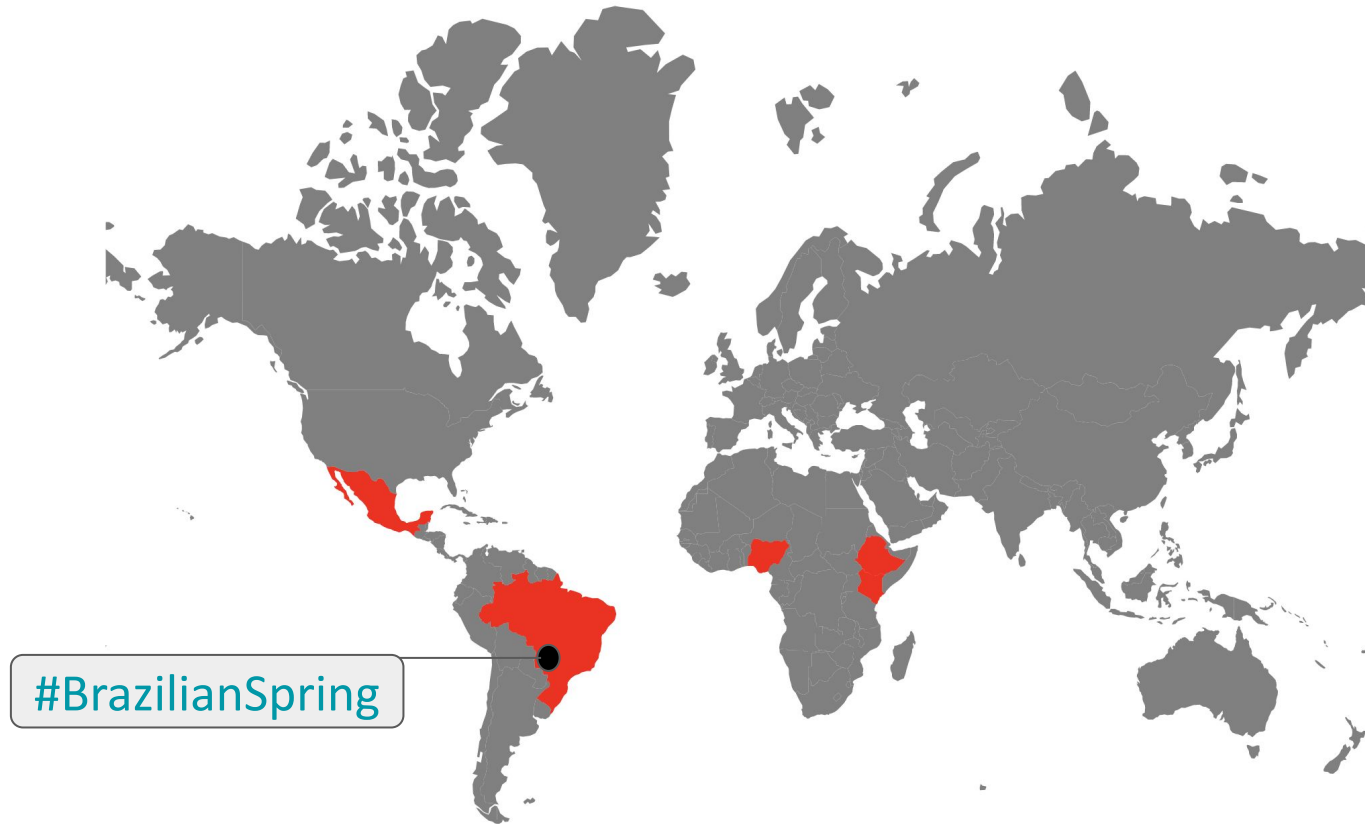
#ConferenciaPresidente

#BrazilianSpring

#AtikuOkowa2023

#TigrayGenocide

What role #BrazilianSpring played in the January 8th Riot?



Rioters on January 8th, 2023

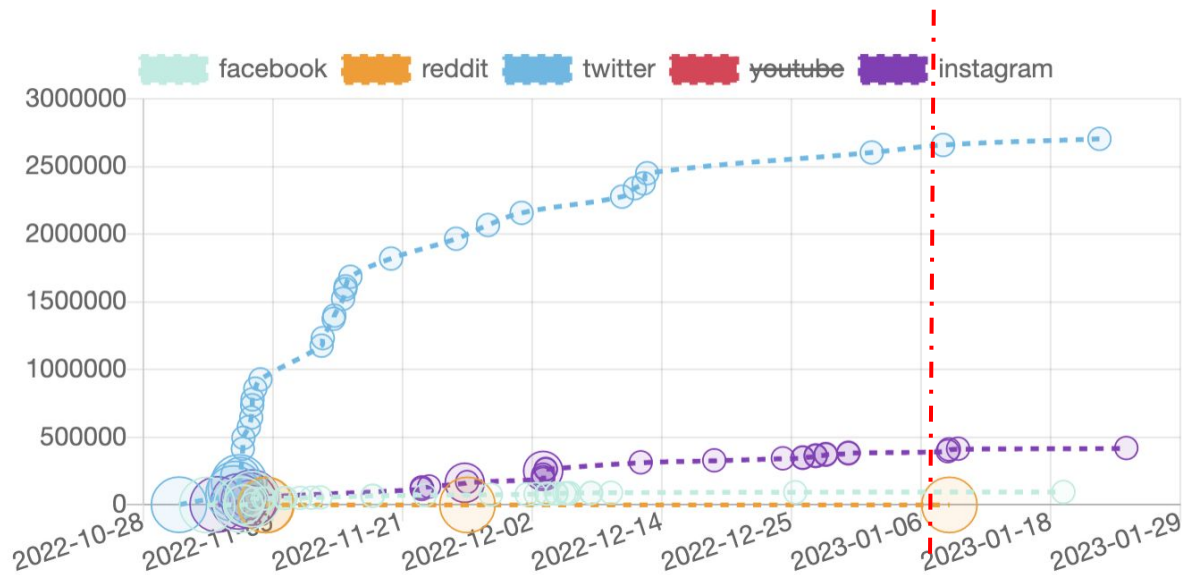


Photo credit: Eraldo Peres/AP

#BrazilianSpring was shared online months before the Riot

Highlight: who are spreading **brazilianspring**?

Cristiano Caporezzo from Facebook; White People Twitter. from Reddit; realpfigueiredo from Twitter; Vox from Youtube; Hora Política from Instagram; are major spreaders.



We use entity–user network to visualize narrative spread



Nov 1, 2022, we find 1st occurrences of #BrazilianSpring



@RafaelFontana shares highly questionable information

 RafaelFontana

#brazilianspring

 MatthewTyrmand



Rafael Fontana
@RafaelFontana

Translated from Portuguese by Google

Two years after the "invasion" of the Capitol, the US has access to images of what really happened.

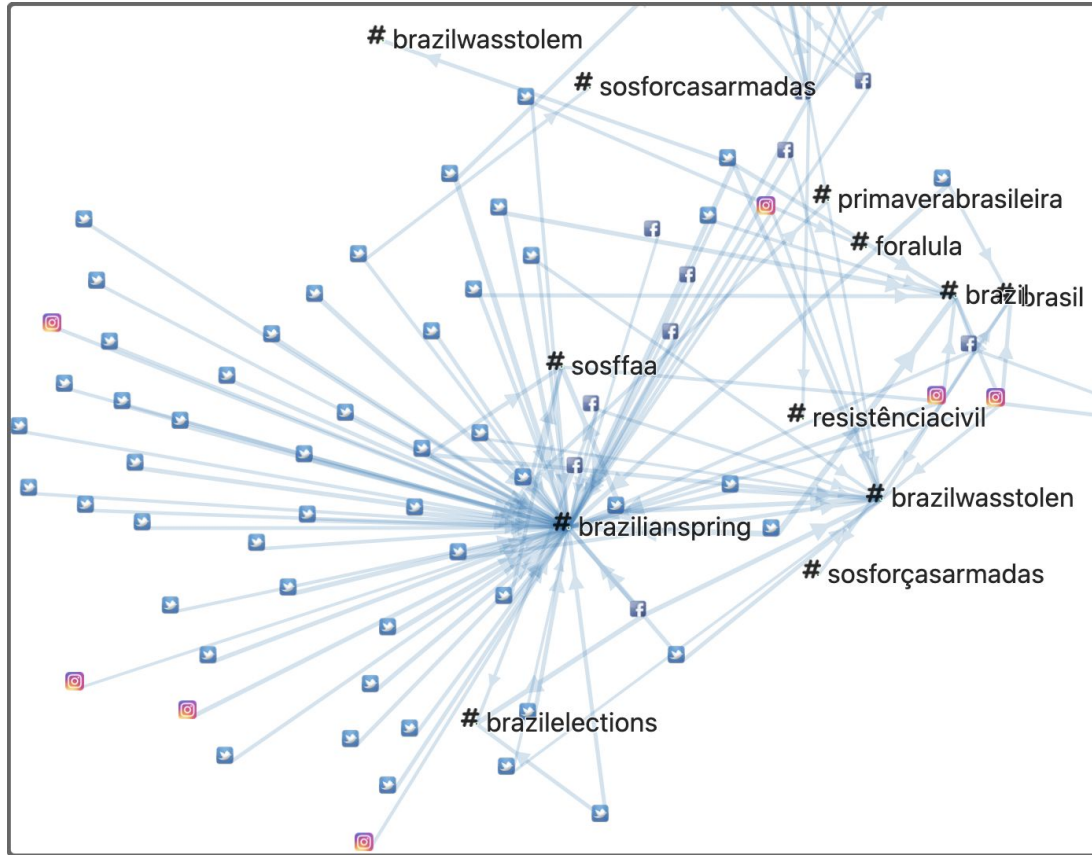
Old media and the Democratic party have hidden 40,000 hours of footage showing citizens being invited by police officers to enter the Capitol.

- Same as the trap in Brazil.

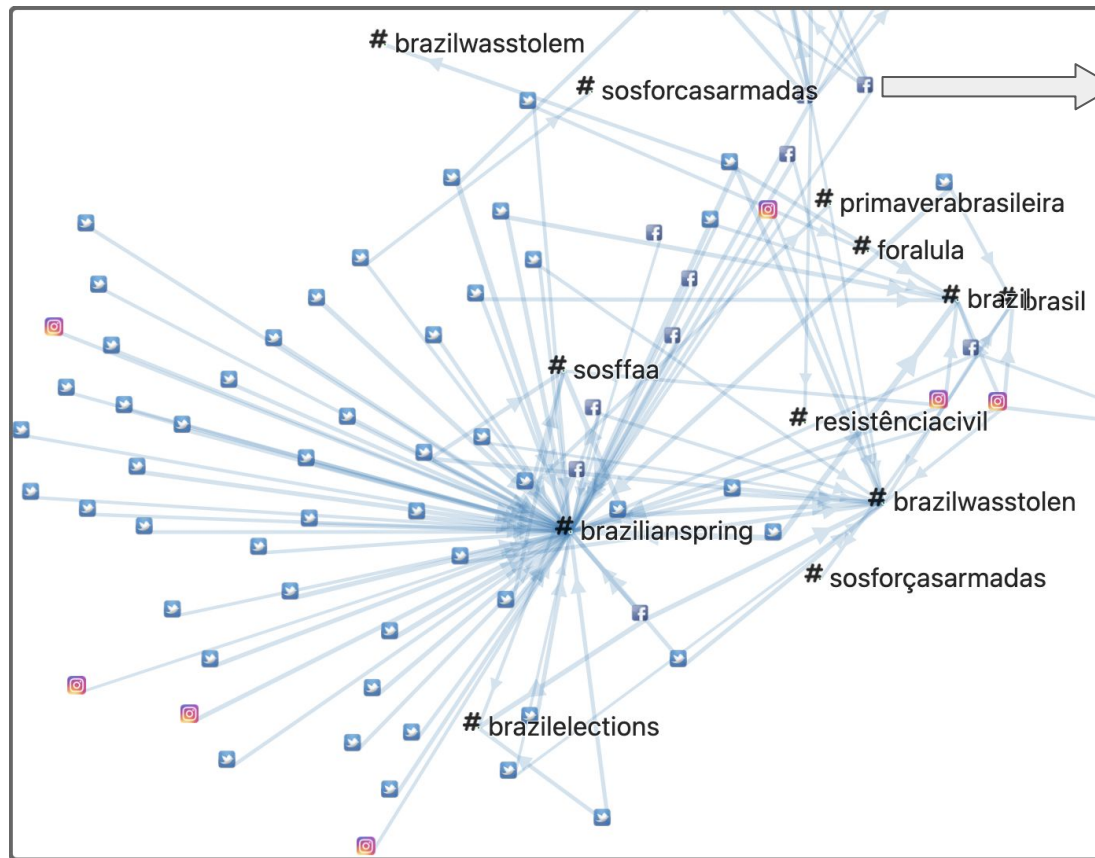
9:18 PM · Mar 6, 2023 · **36.8K** Views

986 Retweets **21** Quote Tweets **2,586** Likes

Nov. 6, 2022, the narrative spread to Facebook and beyond



Nov. 6, 2022, the narrative spread to Facebook and beyond



Trago Verdades

November 6, 2022 · 🌐

[#SpeakingTruth](#) THOUSANDS ON THE STREETS OF JANUARY RIVER "EITHER STAY THE HOMELAND FREE, OR DIE FOR BRAZIL."

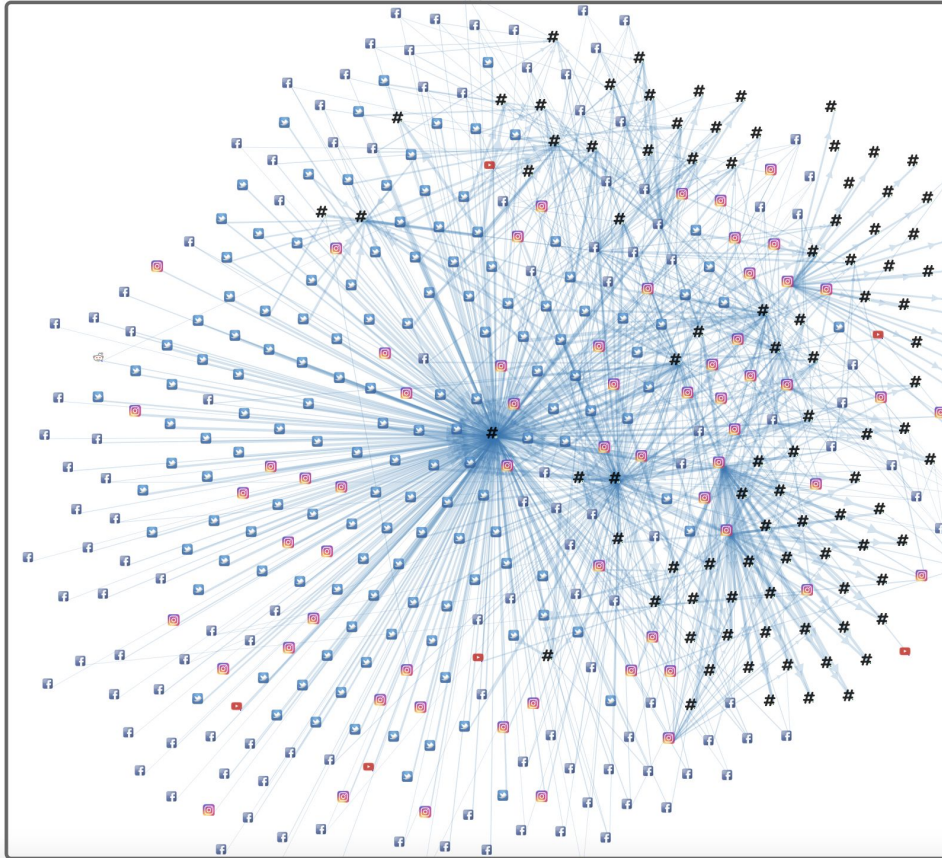


06/11/2022.

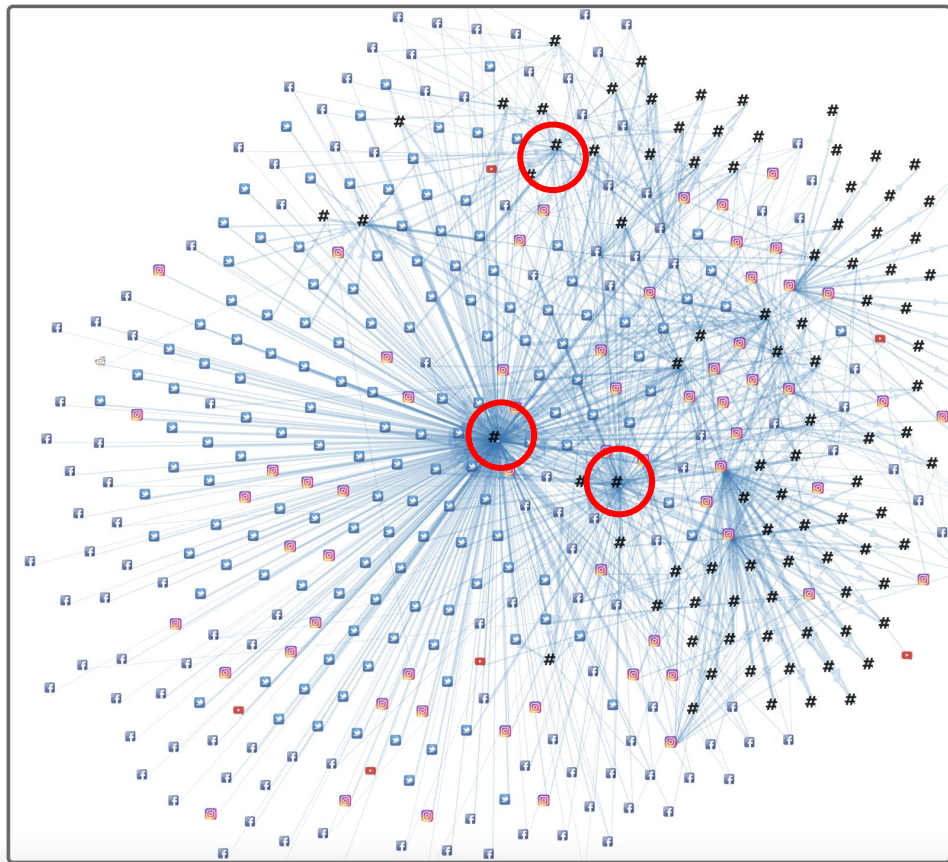
[#BrazilianSpring](#)

[#LatinAmericaSpring](#)

Dec. 30, 2022, the narrative is shared across platforms



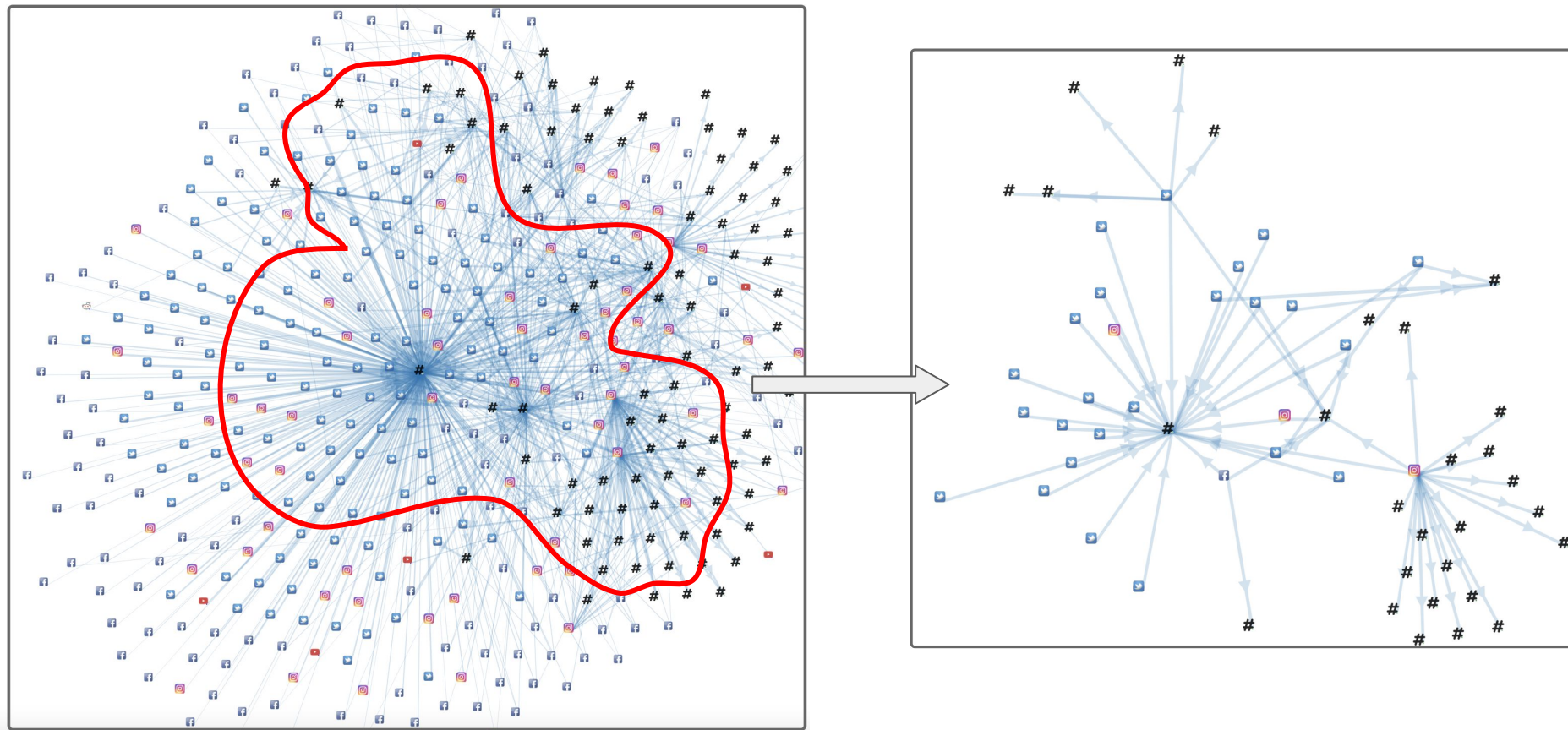
Dec. 30, 2022, the narrative is shared across platforms



Main Narratives:
#BrazilianSpring
#BrazilWasStolen
#BrazilianCensorship

...

Removing low interaction posts reveals “principal actors”



A few accounts can seed and grow the campaign



Will Lisil 🇬🇧🇧🇷🇻🇪

@WillLisil

Founder and CEO at [MW3.biz](#) & [@PopHitsCo](#) UK. Committed to Social Justice, Freedom of Speech, and a destructive fighter against Child Sexual Slavery

📁 Producer ⓘ 📍 United Kingdom 🔗 [pophits.co/services](#)

📅 Joined January 2012

3,282 Following 52.3K Followers



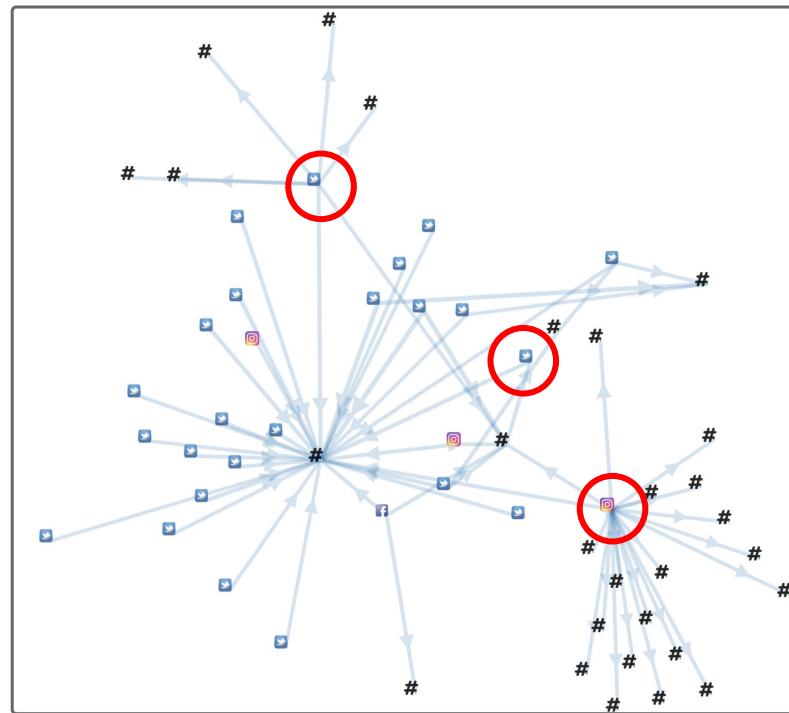
Regina Almeida ✓

@AlmydaRegina

Brazilian 🇧🇷 Living in England + UK 🇬🇧 but eternally Patriot "Let's Make our World" Great again! [#Trump](#) 🇺🇸 [#Bolsonaro](#) [#Boris](#) [#QueenElizabethII](#) 🙏

📍 London, United Kingdom 📅 Joined September 2014

39.8K Following 40.4K Followers



Intro to Information Tracer



Case study: tracking coordinated hate speech campaigns

Background: Amber Heard and Johnny Depp

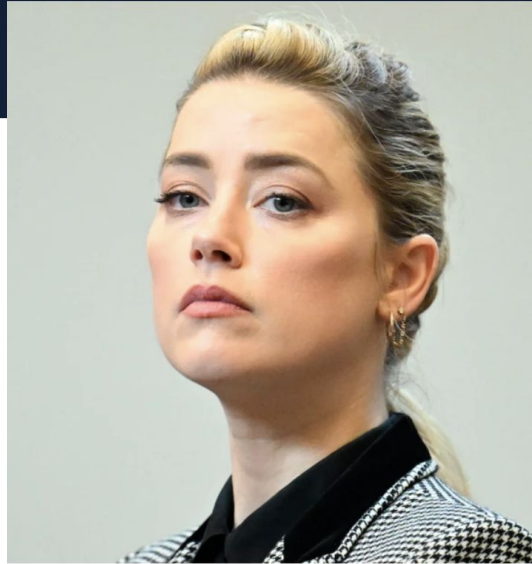
Heard settled months after a weeklong televised trial culminated with jurors' finding she had defamed Depp by writing a 2018 op-ed for The Washington Post.



Amber Heard and Johnny Depp. NBC News / AP Pool

Background: Amber Heard and Johnny Depp

Heard settled months after a weekslong television defamation case with Depp by writing a 2018 op-ed for The New York Times.



— Amber Heard and Johnny Depp. NBC News / AP Pool

“The vilification I have faced on social media is an amplified version of the ways in which women are re-victimised when they come forward.”

— Amber Heard^[1]

[1]<https://www.nbcnews.com/news/us-news/amber-heard-settles-defamation-case-johnny-depp-rcna62376>

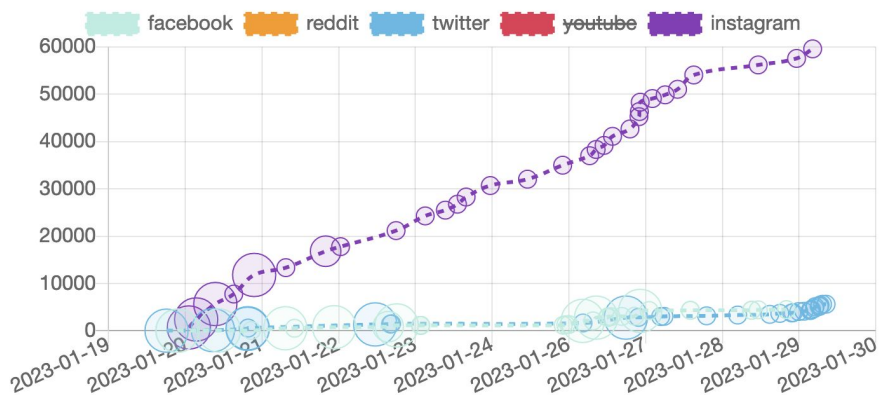
What's shared on the social media?

Campaign	Narratives	10-day impression	Coordinated behavior?
Pro Johnny Depp	#JusticeForJohnnyDepp #AmberHeardIsALiar #AmberHeardIsAnAbuser	180,000	✓
Pro Amber Heard	#JusticeForAmberHeard #JohnnyDepplsALiar #JohnnyDepplsAnAbuser	2,500	✗

Johnny Depp campaigns have 20X more interaction

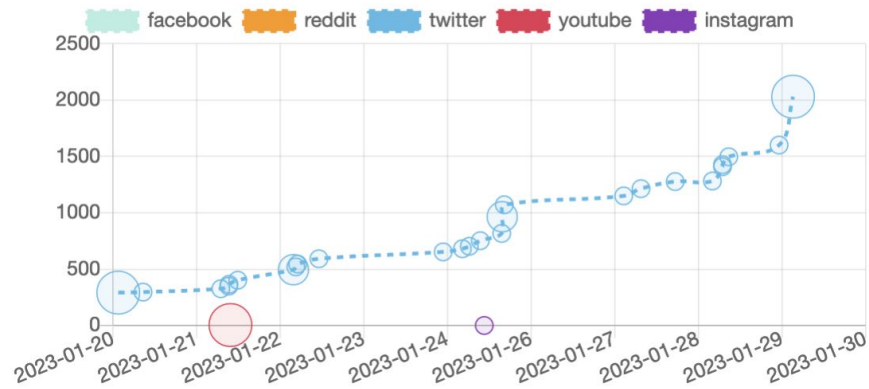
Highlight: who are spreading JusticeForJohnnyDepp OR AmberHeardIsALiar OR AmberHeardIsAnAbuser?

Johnny Depp Fãs Br from Facebook; 1strongwoman85 from Twitter; Makeshift Project from Youtube; Johnnydepp from Instagram; are major spreaders.

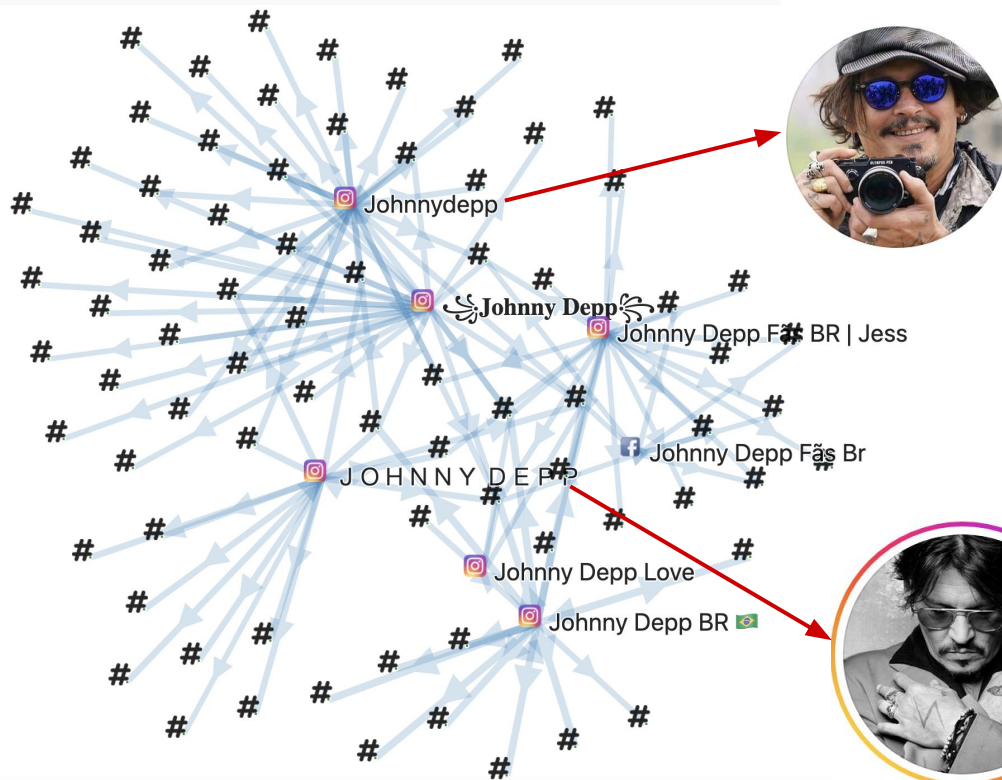


Highlight: who are spreading JusticeForAmberHeard OR JohnnyDepplsALiar OR JohnnyDepplsAnAbuser?

stirgussa from Twitter; Heartainment from Youtube; DAY BRONICZAK from Instagram; are major spreaders.



Pro-Johnny Depp campaign looks coordinated



johnnydepp_videos__

Follow

Message

...

444 posts

107K followers

595 following

Johnnydepp

Community

Fan page for johnny depp 💙👉 #depphead @johnnydepp @iremaydin__2

depp.ita

Follow

Message

...

180 posts

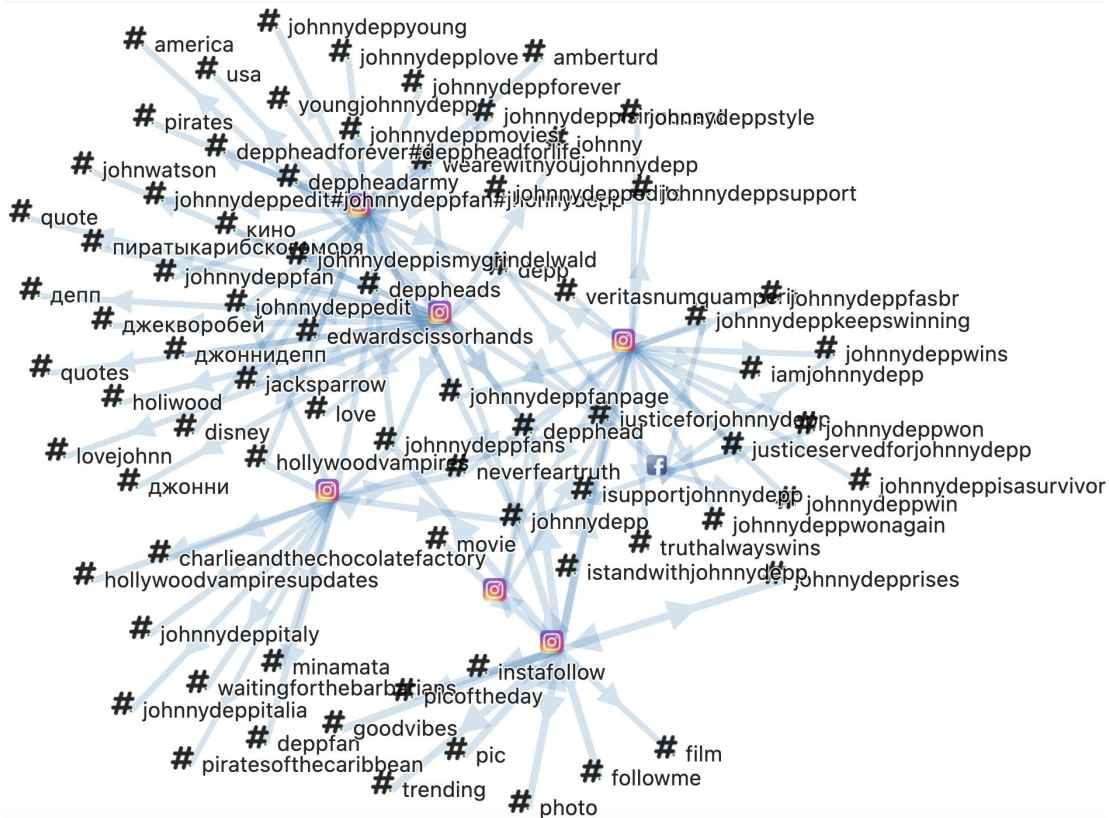
111K followers

674 following

JOHNNY DEPP

- Italian Fanpage 🇮🇹
- Not impersonating !
- Great source of news 📰
- HQ Post 🏠

This campaign shares other defamatory hashtags



amberheardisaliar

amberheardisan**abuser**

amberheardis**finished**

amberheardisanarcissist

■ ■ ■

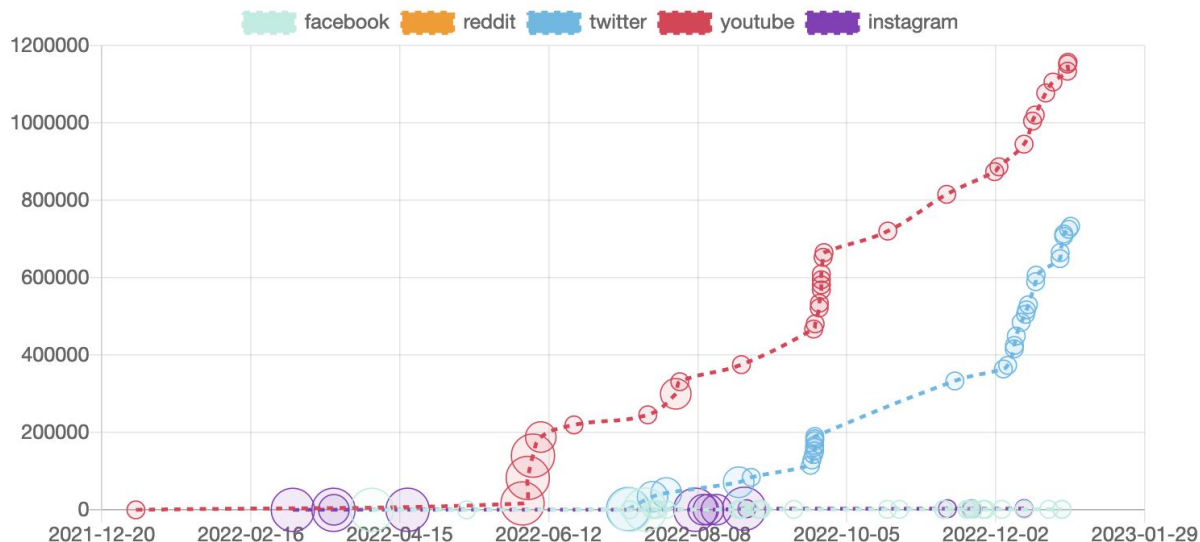
We identified similar campaigns targeting Meghan & Harry



YouTube is a major spreader of hate speech hashtag

Highlight: who are spreading meghanmarkleisaliar OR meghanmarkleexposed OR harryandmeghanexposed OR harryandmeghanarefinished OR meghanandharryarefinished OR meghanmarkleisanarcissist?


مجلة الجميلة Aljamila Magazine from Facebook; Canellelabelle from Twitter; The Body Language Guy from Youtube; Coluna do Campello 🇧🇷 from Instagram; are major spreaders.



YouTube is a major spreader of hate speech hashtag

Highlight: who are spreading meghanmarkleisaliar OR meghanmarkleexposed OR harryandmeghanexposed OR harryandmeghanarefinished OR meghanandharryarefinished OR meghanmarkleisanarcissist?

مجلة الجميلة Aljamila Magazine from Facebook; Canellelabelle from Twitter; The Body Language Guy from Youtube; Coluna

 **The Body Language Guy** ✓
@thebodylanguageguy
596K subscribers

Join Subscribe

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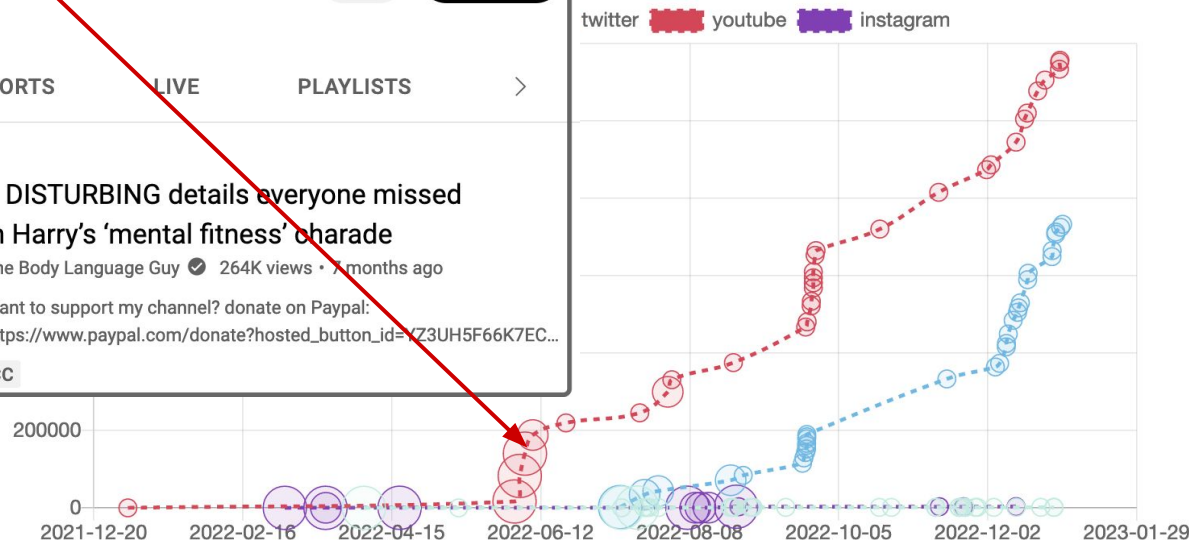
LACK OF EMPATHY

SIGNS OF A DANGEROUS PERSONALITY 9:20

3 DISTURBING details everyone missed in Harry's 'mental fitness' charade
The Body Language Guy ✓ 264K views • 7 months ago

Want to support my channel? donate on Paypal:
https://www.paypal.com/donate?hosted_button_id=YZ3UH5F66K7EC...


CC



YouTube is a major spreader of hate speech hashtag

Highlight: who are spreading meghanmarkleisaliar OR meghanmarkleexposed OR harryandmeghanexposed OR harryandmeghanarefinished OR meghanandharryarefinished OR meghanmarkleisanarcissist?

مجلة الجميلة Aljamila Magazine from Facebook; Cannellelabelle from Twitter; The Body Language Guy from Youtube; Coluna




Leilani Of Barbados

@LeilaniOfBarbados
58.7K subscribers

Join Subscribe

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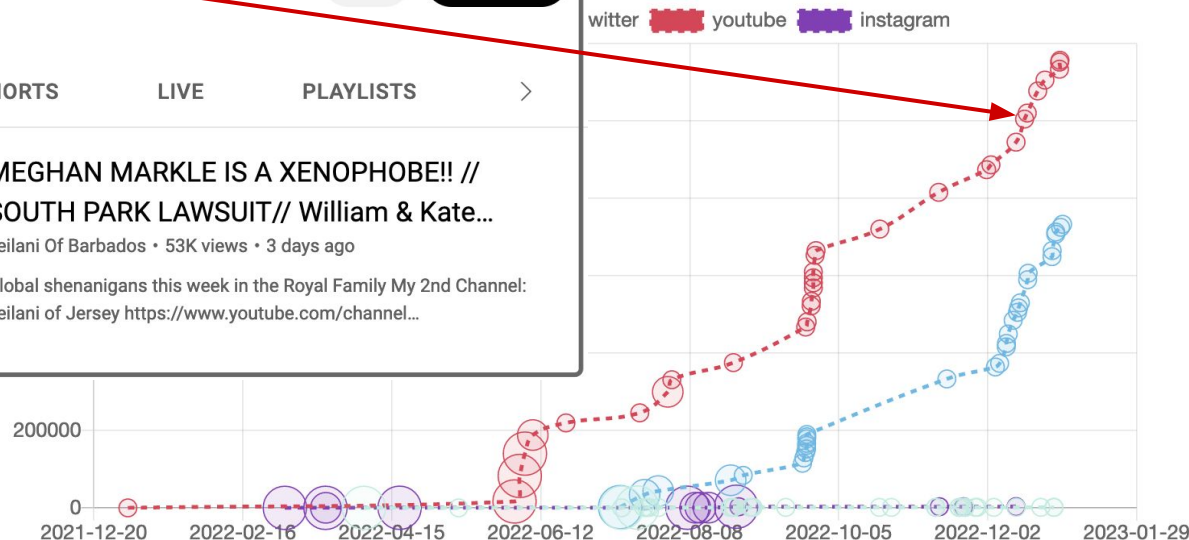


MEGHAN MARKLE IS A XENOPHOB!! // SOUTH PARK LAWSUIT// William & Kate...

Leilani Of Barbados • 53K views • 3 days ago

Global shenanigans this week in the Royal Family My 2nd Channel: Leilani of Jersey <https://www.youtube.com/channel...>

10:18



Hate speech is monetized

- * YouTubers with 20,000 views per day \approx estimated monthly earning **\$1,103 - \$1,837**^[1]
- * "It is becoming their richest clickbait scene... it drives viewing and **earns advertising income**," – UK MP Chris Bryant^[2]

[1] <https://influencermarketinghub.com/how-much-do-youtubers-make/>

[2] <https://www.bbc.com/news/uk-wales-63890118>

Final remark

- * If you see a hashtag, URL, or keyword and you **want to understand how it spreads** on social media
- * You can use Information Tracer to **collect, contextualize, and investigate** the spread pattern

Intro to Information Tracer



We want to hear your thoughts :)
Email: zhouhan@safelink.network