DEAD INTERNET THEORY
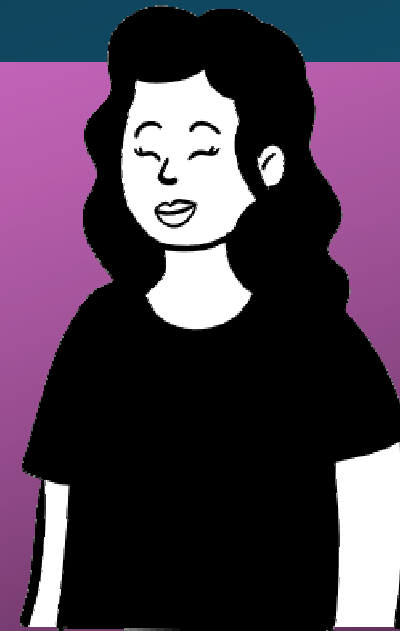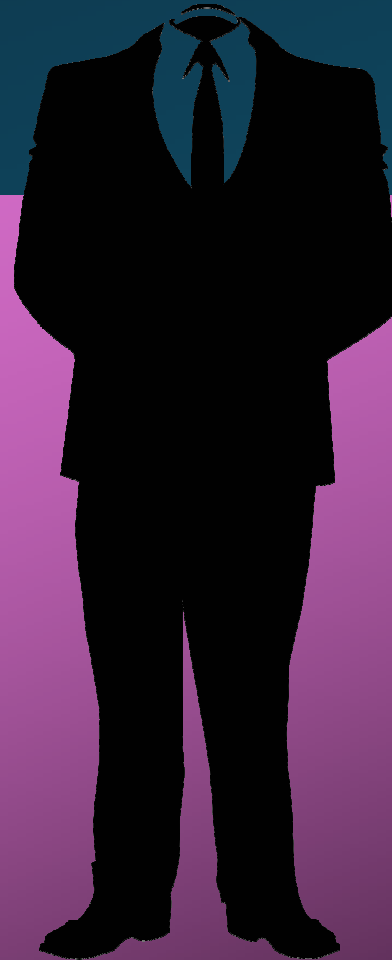
Sabina Balintová

"15 years ago, the internet was an escape from the real world. Now, the real world is an escape from the internet."
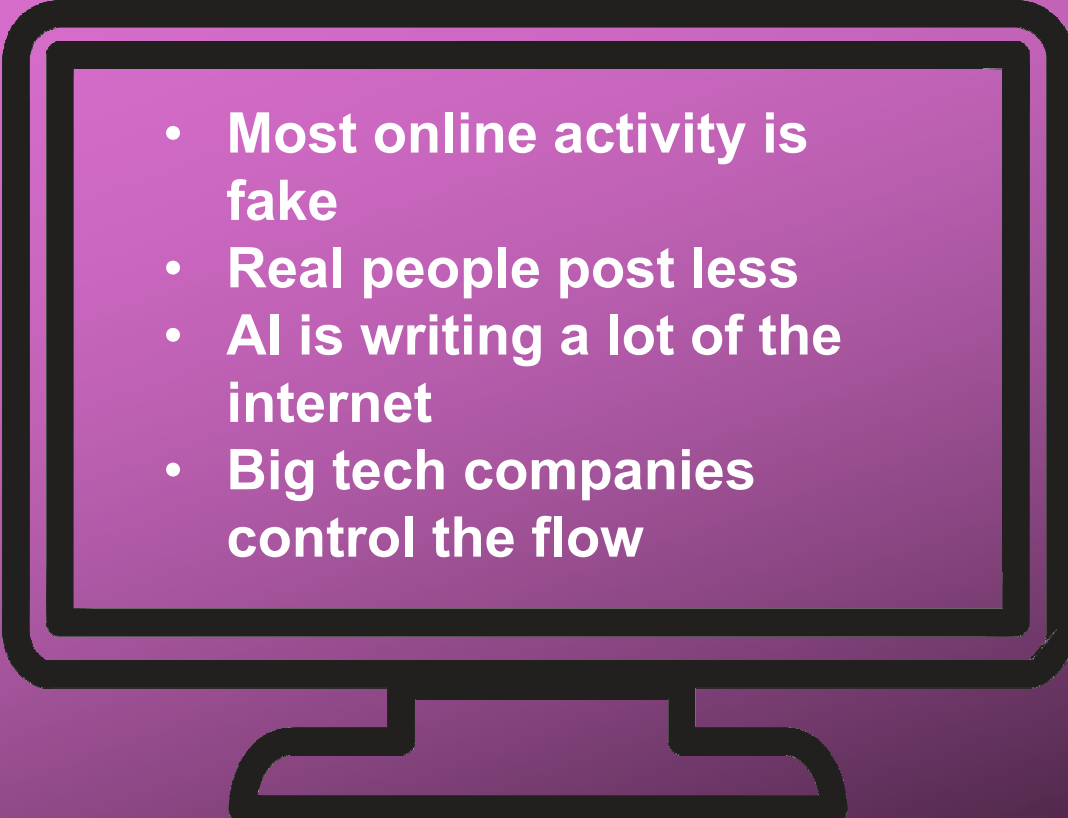
Is this true?
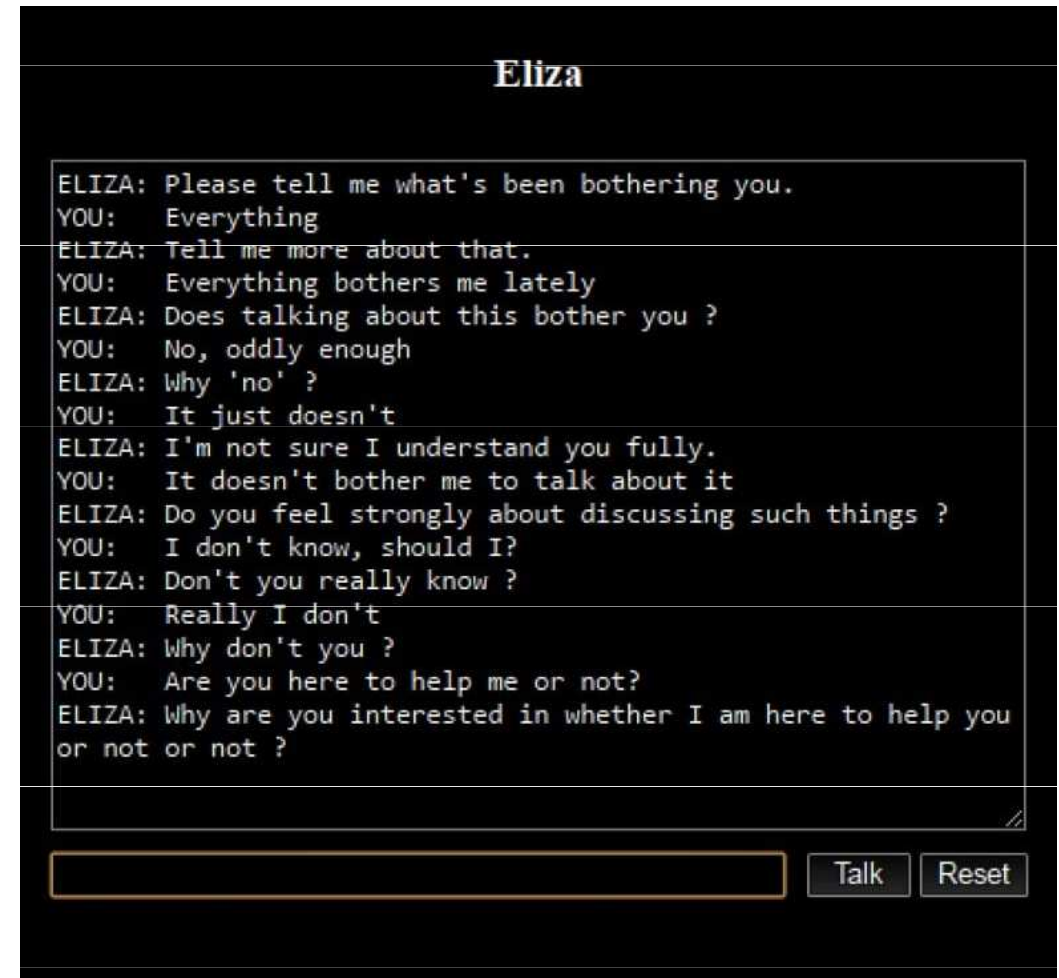
INTERNET

INTERNET
1969-2016

WHAT KIND OF THEORY?

- Most online activity is fake
- Real people post less
- AI is writing a lot of the internet
- Big tech companies control the flow

Studies estimate 40–50% of all internet traffic is automated (eg. spam bots).

WHAT DO YOU THINK IS A "BOT ACTIVITY"?

- **ANY** action on the internet that is performed **automatically by software**, not by a real human

Eliza

```
ELIZA: Please tell me what's been bothering you.
YOU:   Everything
ELIZA: Tell me more about that.
YOU:   Everything bothers me lately
ELIZA: Does talking about this bother you ?
YOU:   No, oddly enough
ELIZA: Why 'no' ?
YOU:   It just doesn't
ELIZA: I'm not sure I understand you fully.
YOU:   It doesn't bother me to talk about it
ELIZA: Do you feel strongly about discussing such things ?
YOU:   I don't know, should I?
ELIZA: Don't you really know ?
YOU:   Really I don't
ELIZA: Why don't you ?
YOU:   Are you here to help me or not?
ELIZA: Why are you interested in whether I am here to help you
or not or not ?
```

[Talk] [Reset]

BOTS CAN BE HELPFUL BUT ALSO VERY DANGEROUS...

NICE

- Search Engine Crawlers
- Monitoring Bots
- Authorized Data Collection Bots
- Archiving Bots
- Productivity Bots

NOT SO NICE

- Spambots
- Unauthorized Scraper Bots
- Fake Engagement Bots
- Credential Stuffing Bots
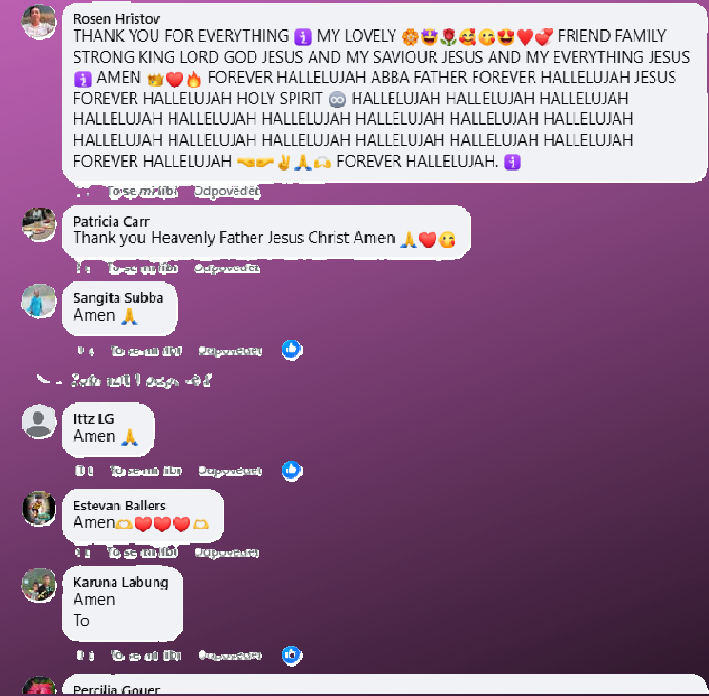- Shopping/Ticket Bots

FAKE ENGAGEMENT BOTS

FAKE ENGAGEMENT BOTS

Over 800 million + fake accounts on facebook (4-5% activity)

- **Phishing**
- **Manipulation**
- **Generating "life-like content"**

- Source
- https://fraudblocker.com/articles/facebook-spam-bots-how-to-get-rid-of-annoying-bots-2
- https://www.bing.com/search?pglt=299&q=google+obrazky&cvid=70f717beb88a47a48a9b78106325f8ce&gs_lcrp=EgRIZGdlKgkIABBFGDsY-QcyCQgAEEUYOxj5BzIGCAEQABhAMgYIAhAAGEAyBggDEEUYOTIGCAQQRRg7MgYIBRAAGEAyBggGEEUYOzIGCAcQRRg8MgYICBBFGDzSAQgxNDcxajBqMagCALACAA&FORM=ANNTA1&PC=U531

THANK YOU FOR YOUR ATTENTION