

DEAD INTERNET THEORY

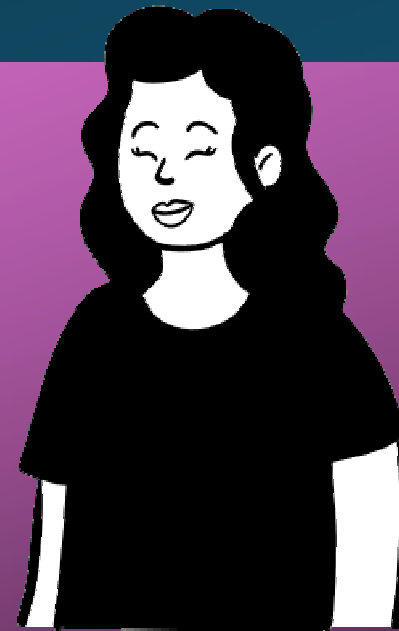
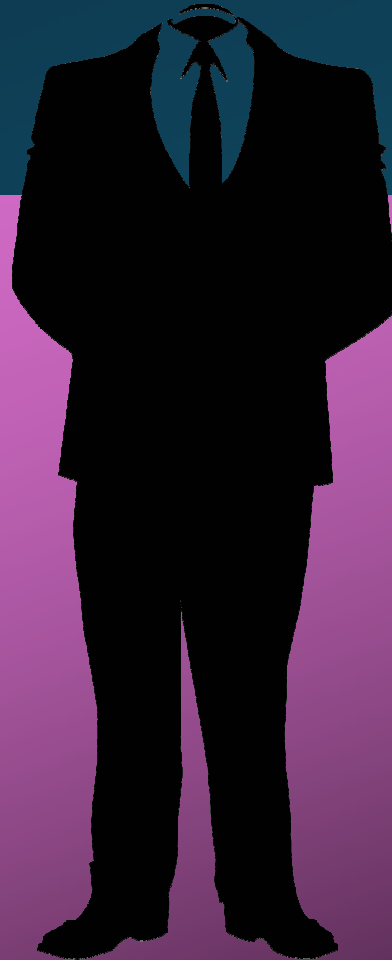
Sabina Balintová



"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?

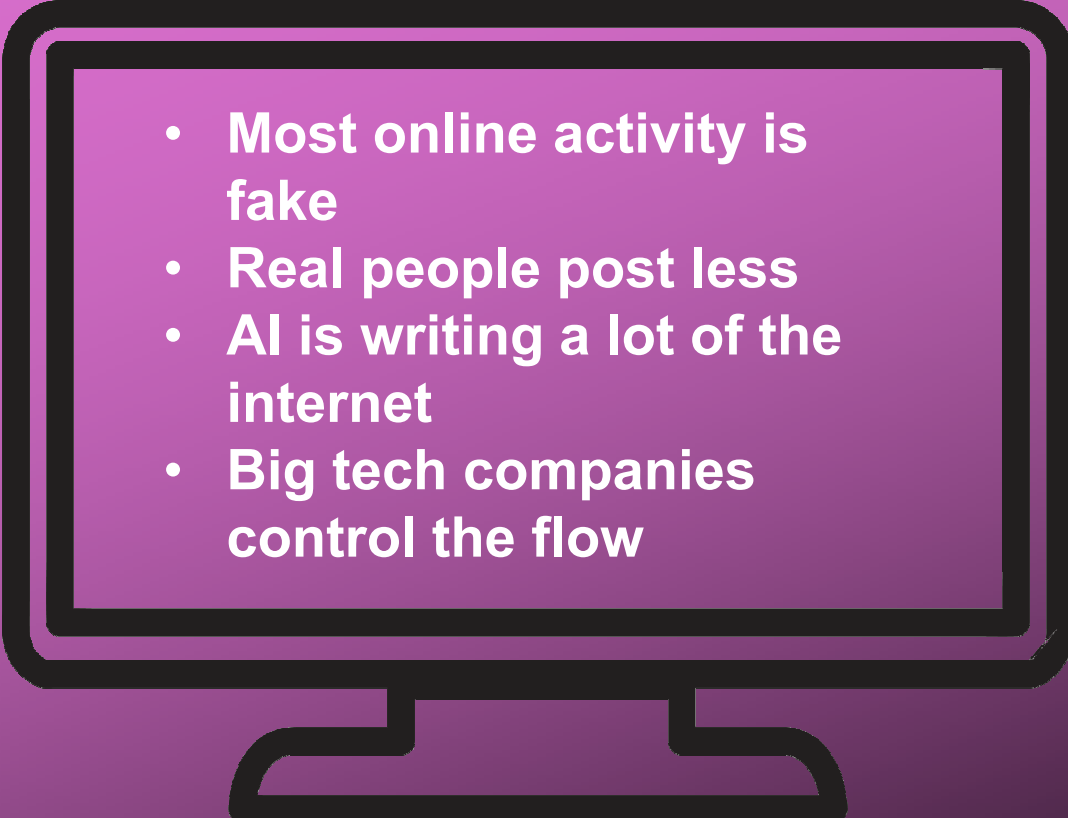
INTERNET





INTERNET
1969-2016

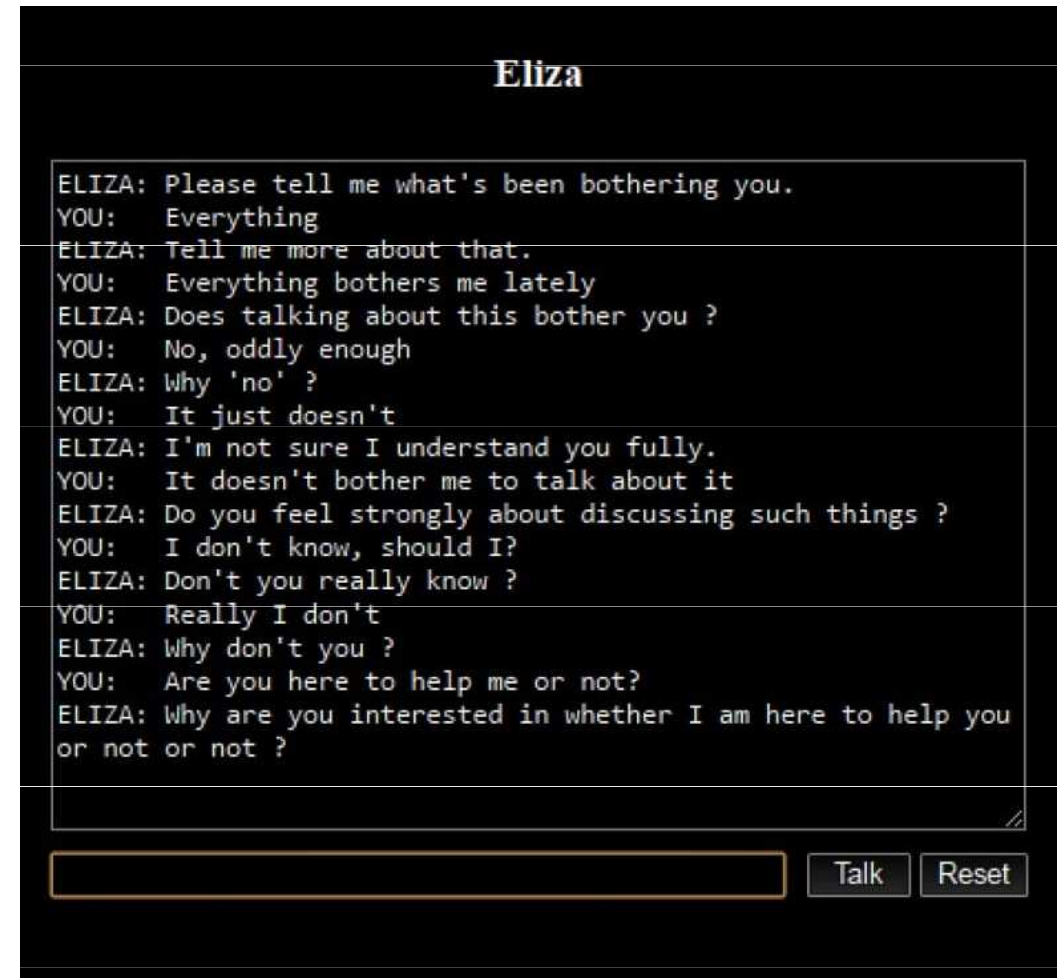
WHAT KIND OF THEORY?

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- 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



**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=EgRIZGdlKgklABBFGDsY-QcyCQgAEEUYOxj5BzIGCAEQABhAMgYIAhAAGEAyBggDEEUYYOTIGCAQQRRg7MgYIBRAAGEAyBggGEEUYOzIGCAcQRRg8MgYICBBFGDzSAQgxNDcxajBqMagCALACAA&FORM=ANNTA1&PC=U531



THANK YOU FOR YOUR
ATTENTION