

Hinter den Kulissen von Big Data, Social Bots und Co. Wie Algorithmen funktionieren und uns beeinflussen

Stephan Thamm
Chaos Computer Club Dresden

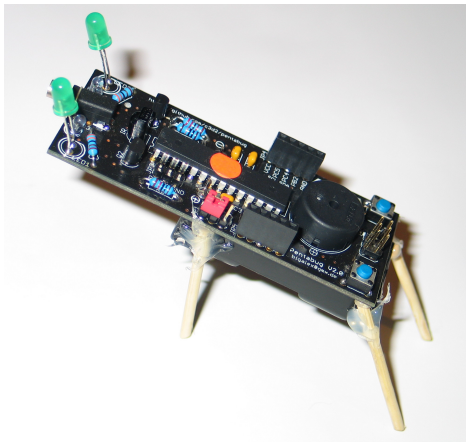
9.6.2017



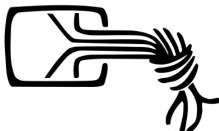
Chaos Computer Club



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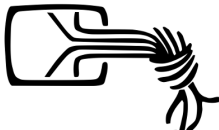
Chaos Computer Club



- Verein wurde 1981 gegründet (<https://ccc.de>)



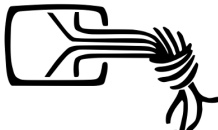
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- Aktuell mehr als 6000 Mitglieder



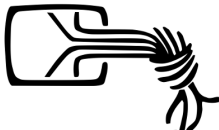
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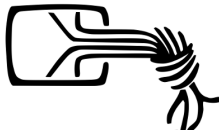
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- Chaos Communication Congress



Chaos Computer Club Dresden



- Chaos Computer Club Dresden (<https://c3d2.de>)



Chaos Computer Club Dresden



- Chaos Computer Club Dresden (<https://c3d2.de>)
- Datenspuren (<https://datenspuren.de>)



Chaos Computer Club Dresden



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- Datenspuren (<https://datenspuren.de>)
- Radio und Podcasts (<https://c3d2.de/radio.html>)



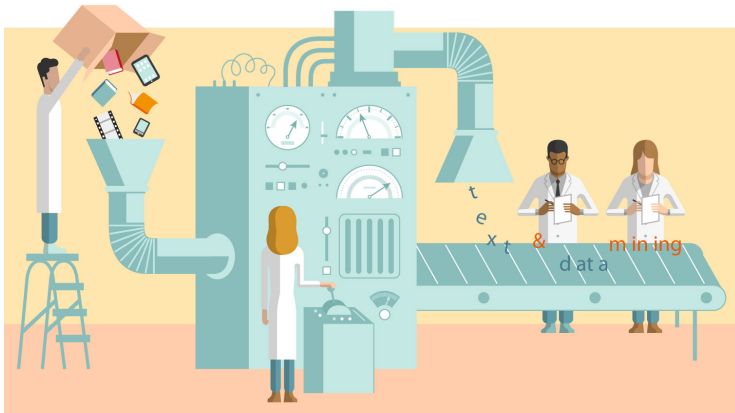
Chaos Computer Club Dresden



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- Datenspuren (<https://datenspuren.de>)
- Radio und Podcasts (<https://c3d2.de/radio.html>)
- Chaos macht Schule (<https://c3d2.de/schule.html>)



Text- and Datamining



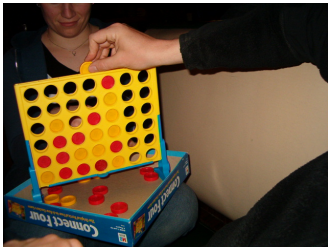
Maurizio Borghi - <http://copyrightuser.org/topics/text-and-data-mining/>



Künstliche Intelligenz

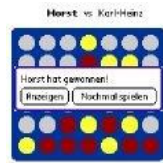


Künstliche Intelligenz



Jonathan Kellenberg

<http://flickr.com/photos/72613214@N00>



Künstliche Intelligenz



James the photographer

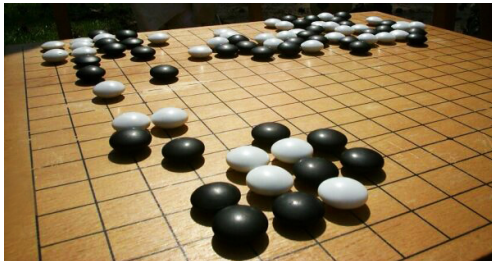
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Bubba73



Künstliche Intelligenz



Don arreisKoffer

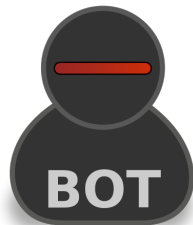


Gezielte Werbung

Google AdWords



Social Bots

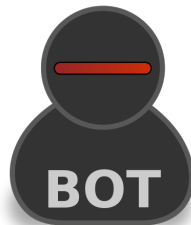


GNOME icon artists
and Krzysztof Franek



Social Bots

- Spam der sozialen Netzwerke

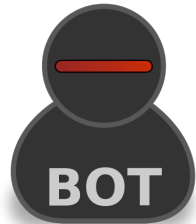


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Social Bots

- Spam der sozialen Netzwerke
- Überwachung von Schlagwörtern

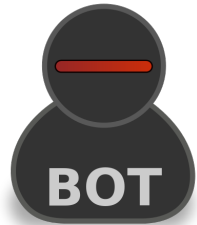


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Social Bots

- Spam der sozialen Netzwerke
- Überwachung von Schlagwörtern
- Trend-Setting

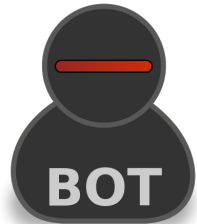


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Social Bots

- Spam der sozialen Netzwerke
- Überwachung von Schlagwörtern
- Trend-Setting
- basierend auf echten Profilen



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Politik



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NATURE | NEWS

Facebook experiment boosts US voter turnout

Mass social-network study shows that influence of close friends raises participation.

[Zee Corbly](#)


12 September 2012 | Clarified: 12 September 2012

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Just how much can activity on Facebook influence the real world? About 340,000 extra people turned out to vote in the 2010 US congressional elections because of a single election-day Facebook message, estimate researchers who ran an experiment involving 61 million users of the social network.

The study, published today in *Nature*¹, is the first to demonstrate that the online world can affect a significant real-world behaviour on a large scale, say the researchers. But the closest Facebook friends exerted the most influence in getting users to the ballot box.

Some people think there is no way that the online world can have an effect on real life; others argue that social media is so influential that the Arab Spring was catalysed by networking sites, says James Fowler, a political scientist at the University of California, San Diego, who led the study in collaboration with Facebook's data-science team.



"Our study shows that the truth is somewhere in between: online networks are powerful ... but it is those real-world ties that we have always had that are making a difference," he says.

www.nature.com



Politik

Why Facebook Showed You That Ad for the Candidate You Hate

By JEREMY B. MERRILL NOV. 7, 2016



With a click, Facebook users can see why they received a particular ad. This ad was targeted to an adult who lived in Florida, a battleground state, and who was part of an audience it called "Ethnic affinity — African American (US)."

You may be a reliable Democratic voter in a solid-blue city. Maybe you have a graduate degree; maybe you're a member of an ethnic or religious minority; maybe you are a woman.

Any of these would make you a likely [Hillary Clinton](#) supporter. So why did you just see an ad for [Donald J. Trump](#)'s presidential campaign on [Facebook](#)?

The New York Times has collected an extensive database of political Facebook ads, and data about how they are targeted, from our readers as part of our [Political Ad Tracker project](#).

www.nytimes.com

Presidential Election 2016
 Complete coverage of the 2016 presidential race and Donald J. Trump's victory.

The Culture of Nastiness	FEB 18
When Your Loved Ones Voted the Other Way	JAN 22
Obama's Last Battle: His Legacy	JAN 13
Congress Under Trump: 'Surreal,' a Senator Says	JAN 6
One Backlash Spawns Another for Oklahoma Paper That Backed Clinton	JAN 3

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Kaufverhalten



Kaufverhalten

What's Even Creepier Than Target Guessing That You're Pregnant?

By Jordan Ellenberg



It can be spooky to contemplate living in a world where Google and Facebook and even Target know more about you than your parents do.

Photo Illustration by James Ennenman. Photo Courtesy of Shutterstock.

The age of big data is frightening to a lot of people, in part because of the implicit promise that algorithms, sufficiently supplied with data, are better at inference than we are. Superhuman powers are scary: Beings that can change their shape are scary, beings that rise from the dead are scary, and beings that can make inferences that we cannot are scary. It was scary when a statistical model deployed by the guest marketing analytics team at Target **correctly inferred based on purchasing data** that one of its customers—sorry, guests—a teenage girl in Minnesota, was pregnant,

<http://www.slate.com/>



Beispiel

	Brot	Eier	Milch	Kuchen	Ballons	Pizza	Käse
Becker	x	x		x			x
Kaiser	x		x				x
Hoffmann	x		x			x	
Meier		x		x	x	x	
Müller			x	x	x		x



Beispiel

	Brot	Eier	Milch	Kuchen	Ballons	Pizza	Käse
Becker	x	x		x			x
Kaiser	x		x				x
Hoffmann	x		x			x	
Meier		x		x	x	x	
Müller			x	x	x		x



Beispiel

	Brot	Eier	Milch	Kuchen	Ballons	Pizza	Käse
Becker	x	x		x			x
Kaiser	x		x				x
Hoffmann	x		x			x	
Meier		x		x	x	x	
Müller			x	x	x		x



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	Brot	Eier	Milch	Kuchen	Ballons	Pizza	Käse
Becker	x	x		x			x
Kaiser	x		x				x
Hoffmann	x		x			x	
Meier		x		x	x	x	
Müller			x	x	x		x
Sommer	x	x					x
Zimmer		x		x	x	x	



Beispiel

	Brot	Eier	Milch	Kuchen	Ballons	Pizza	Käse
Becker	x	x		x			x
Kaiser	x		x				x
Hoffmann	x		x			x	
Meier		x		x	x	x	
Müller			x	x	x		x
Sommer	x	x					x
Zimmer		x		x	x	x	



Erkennung von Suchtverhalten



Datenschutz

Mit Facebook-Daten vorhersagen, wer Alkohol oder andere Drogen nimmt

Aktuelle Forschung zeigt, dass mit Hilfe maschinellen Lernens Vorhersagemethoden entwickelt werden können, um aus Facebook-Nachrichten, „Likes“ und „Status-Updates“ berechnen zu können, welche der Nutzer zu Drogen-, Tabak- oder Alkoholmissbrauch neigen. Dafür wurden elf Millionen Facebook-Accounts herangezogen und deren Verhaltensmuster analysiert.

am 30.05.2017 von Constanze / 17 Kommentare / Teilen

<https://netzpolitik.org/2017/mit-facebook-daten-vorhersagen-wer-alkohol-oder-drogen-nimmt/>

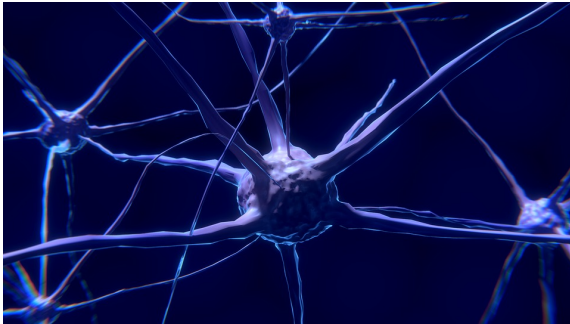


Erkennung von Suchtverhalten

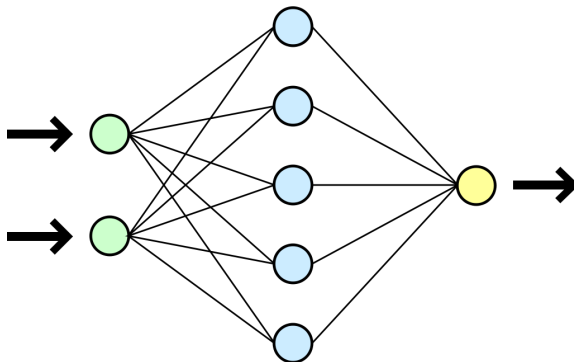
- 86% Genauigkeit Tabaknutzung
- 84% Genauigkeit Drogenkonsum
- 81% Genauigkeit Alkoholkonsum
- Identifizierung von Wörtern/Themen mit Korrelation



Neuronale Netze



Neuronale Netze



Dake, Mysid



Bilderkennung



Bilderkennung

WIRED STAFF SCIENCE 06.26.12 11:15 AM

GOOGLE'S ARTIFICIAL BRAIN LEARNS TO FIND CAT VIDEOS



By Liat Clark, Wired UK

<https://www.wired.com/2012/06/google-x-neural-network/>

