

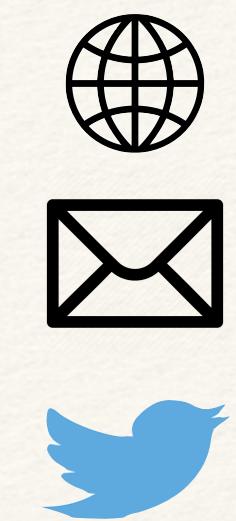
## "Le fake news e il ruolo degli esperti nell'agorà digitale"

Giancarlo Ruffo - Università degli Studi di Torino

# Divided we Stand

28 Nov. 2019, Circolo dei Lettori, Torino

[http://www.di.unito.it/~ruffo/talks/2019\\_Nov\\_CEST\\_Torino.pdf](http://www.di.unito.it/~ruffo/talks/2019_Nov_CEST_Torino.pdf)



<http://www.di.unito.it/~ruffo>

[giancarlo.ruffo@unito.it](mailto:giancarlo.ruffo@unito.it)

@giaruffo



Metodi e strumenti informatici per  
comprendere e studiare la società digitale



♠•ClaudiA•♠

Female, 38, Single. Torino, Italy

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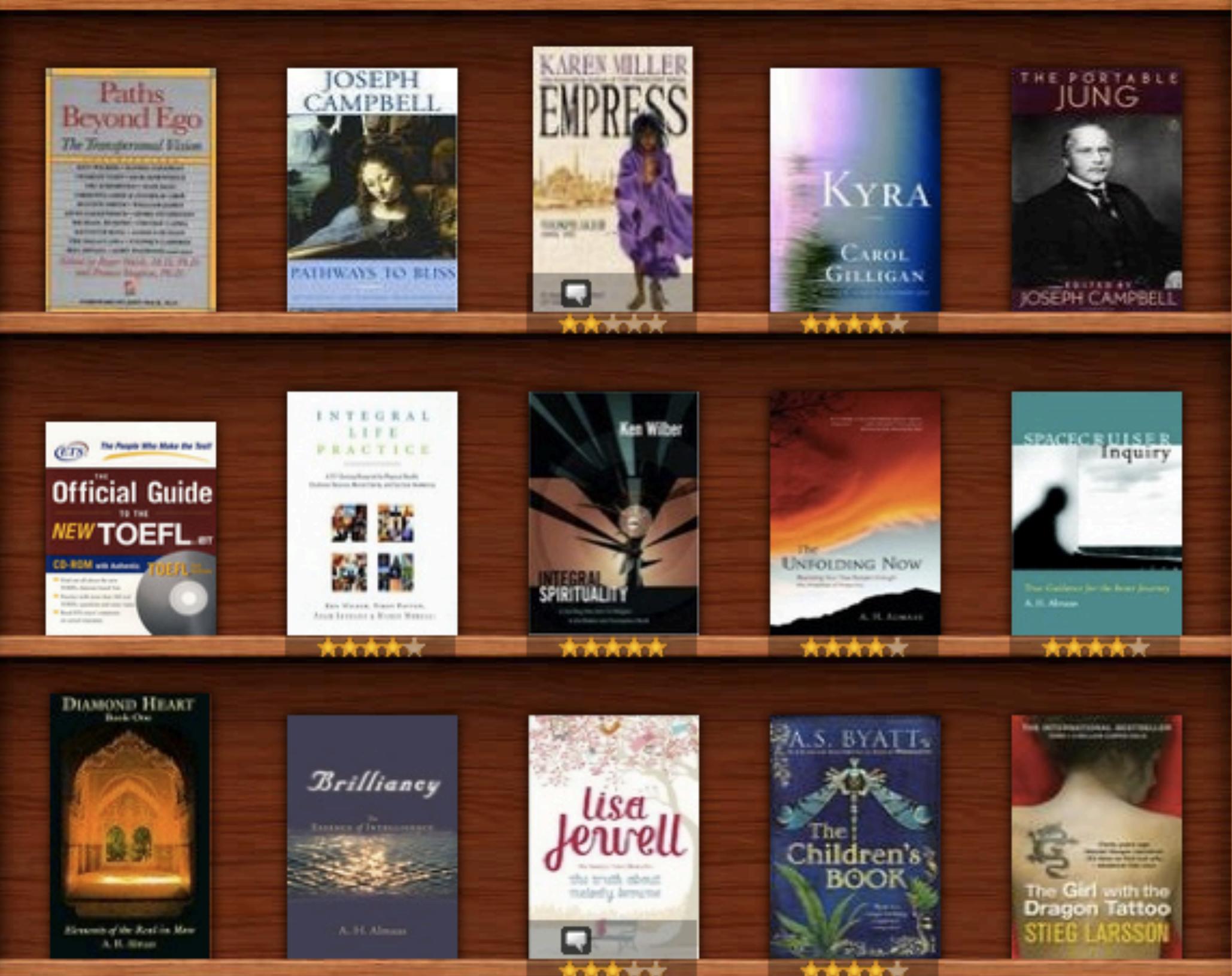
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# Lajello

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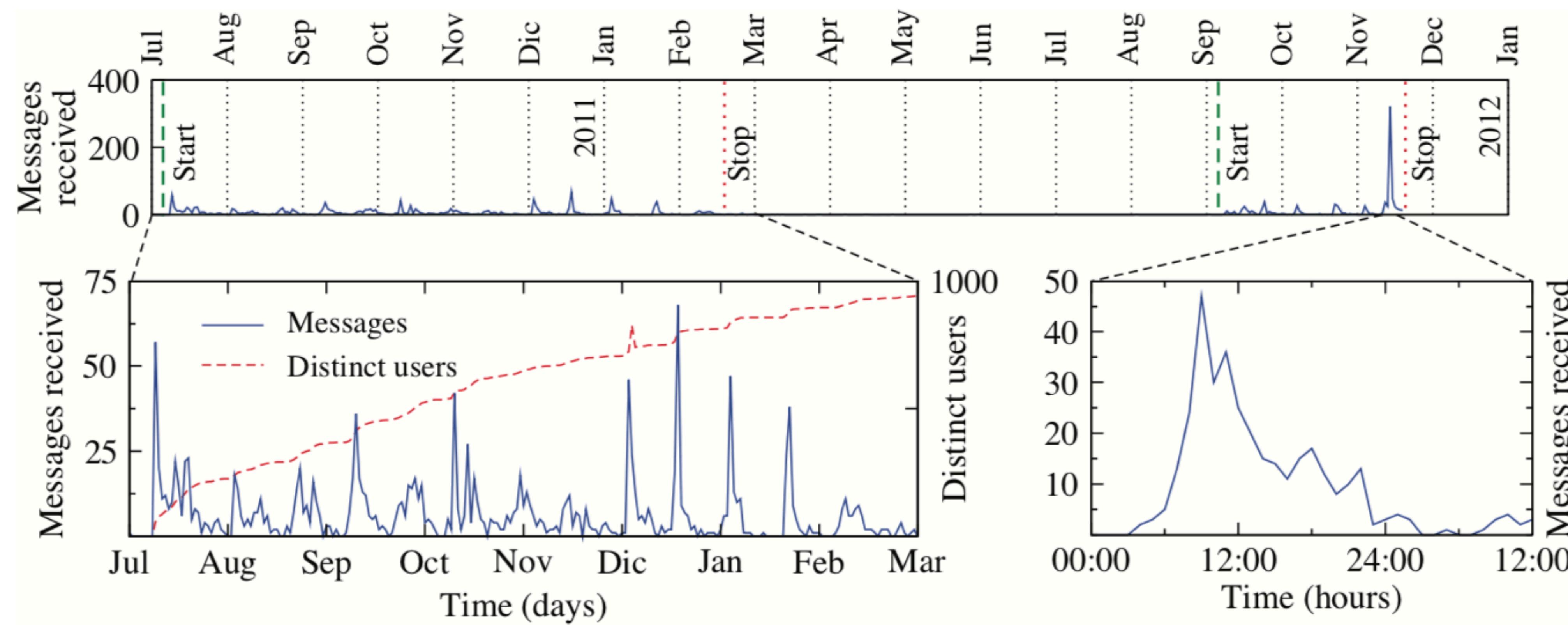
## All books

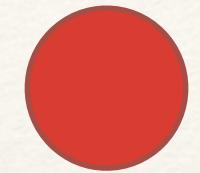
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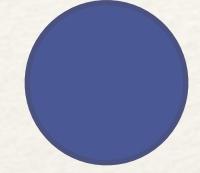


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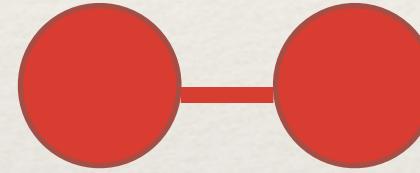




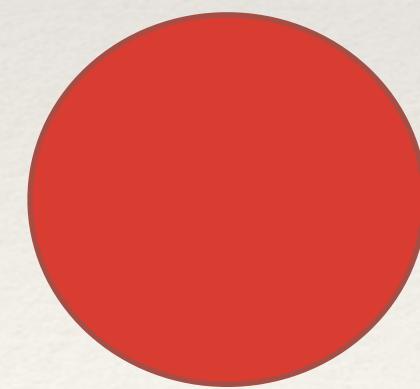
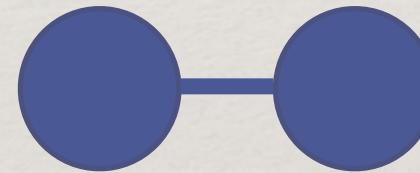
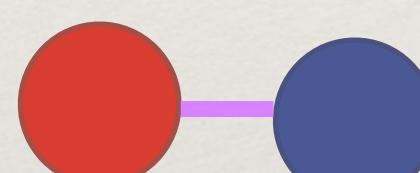
fan di lajello



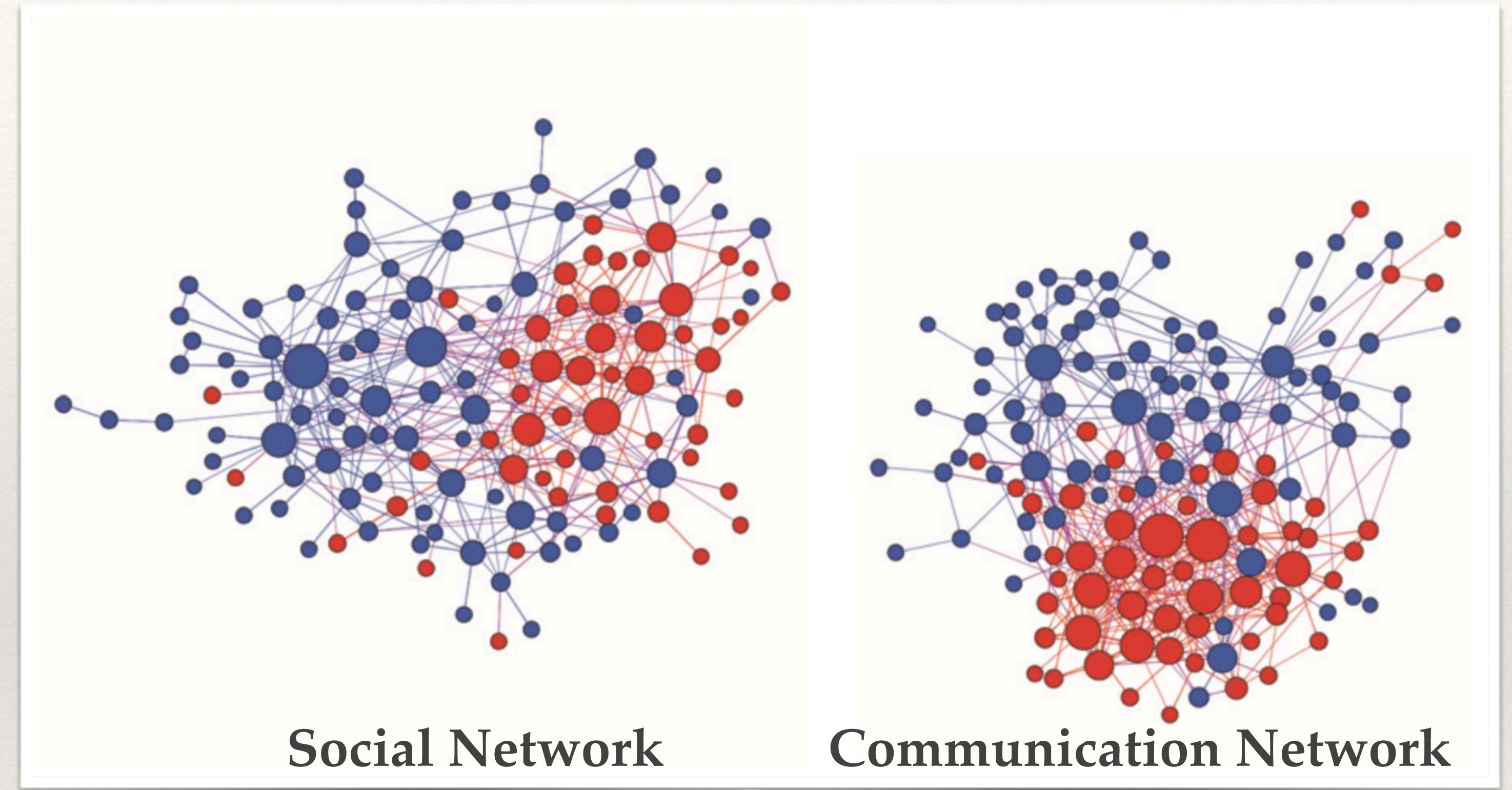
haters di lajello

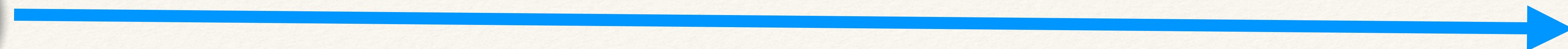


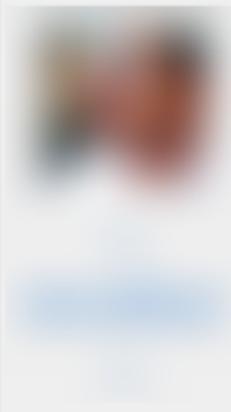
i collegamenti sono  
**connessioni sociali** o  
**messaggi diretti**  
(il grafo è diretto)



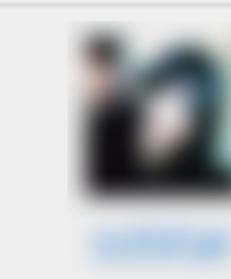
dimensione proporzionale  
al numero di collegamenti  
(grado)



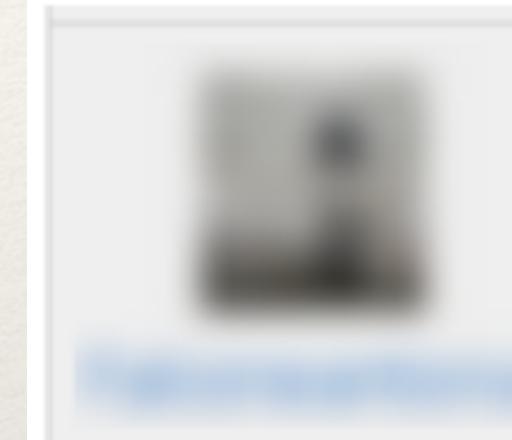


 LAJELLO... HAI STUFATO..NON SE NE PUO' PIU'...STA ATTENTO/A CHE SONO CAPACE DI ASSOLDARE UN HACKER PER VEDERE CHI SEI..E PO' SONO C...TUOI

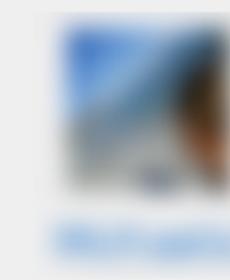
Tre settimane fa 

 ahahahahahaha tu sei un genio!!!! sei davvero un genio!!! insomma ma quante visualizzazioni hai???? sei un grande!!!! riesci a farti visitare e a farti scrivere pur non avendo libri!!! ti adoro sei grandissimo :P

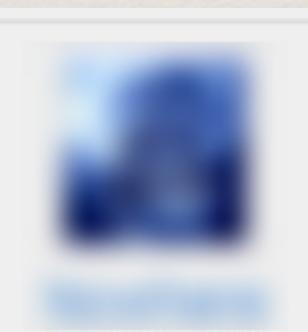
Aug 13, 2010 

 chi sei?

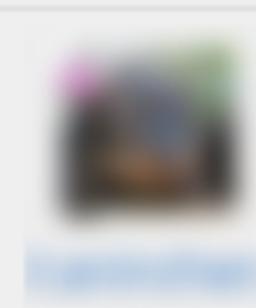


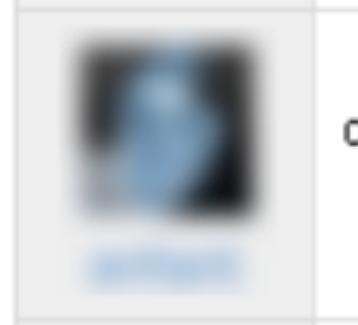
 un grande.  
continua così. Grazie delle visite, si vede che ti sto simpatica....  
P.S: propongo di aprire un gruppo the Lajellos fans...

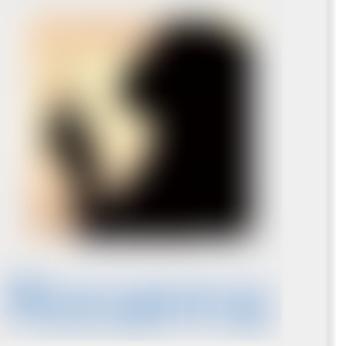
3 giorni fa 

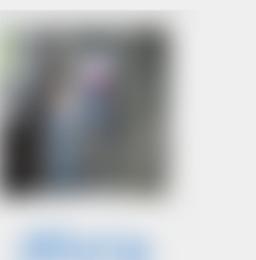
 già che mi ritrovo qui mi faccio pubblicità! Venite a vedere la mia libreria è la più bella -del mondo-. (l'ultima parte andava sottolineata..)

Due settimane fa 

 Le tue visite cominciano ad essere inquietanti....

 chapeau!!

 ahahahaahah tu sei un genio!!

 Grazie Lajello, mi sono divertita un sacco a leggere i commenti degli altri anobiani. Sembra un esperimento di psicologia sociale, se non ti dispiace ti aggiungo come vicino! e resisti eh...non pubblicare un libro! ;)

Due settimane fa 

CARLO BLENGINO

BLOG

VENERDÌ 27 LUGLIO 2012

# Lo strano caso Lajello

f

Lajello compare in rete in una fredda mattina di fine 2009, su aNobii, il social network dedicato ai libri ed alla lettura.

t

Tutto inizia al Dipartimento di Informatica dell'Università di Torino dove un gruppo di ricercatori dell'**ARCS (Applied Research on Computational Complex System)** studia i complicati link e le dinamiche che si formano nei social media e sul web. Fanno data mining sulle enormi quantità di informazioni che quotidianamente immettiamo in rete, sui social network.

Nel loro lavoro il “dimmi con chi vai e ti dirò chi sei” può declinarsi al futuro: dimmi con chi vai e ti dirò non solo chi sei, ma chi sarai domani, chi conoscerai, dove andrai nelle

**Carlo Blengino**

*Avvocato penalista, affronta nelle aule giudiziarie il diritto delle nuove tecnologie, le questioni di copyright e di data protection. È fellow del NEXA Center for Internet & Society del Politecnico di Torino. @CBlengio su Twitter*

**MIT  
Technology  
Review**

**Connectivity**

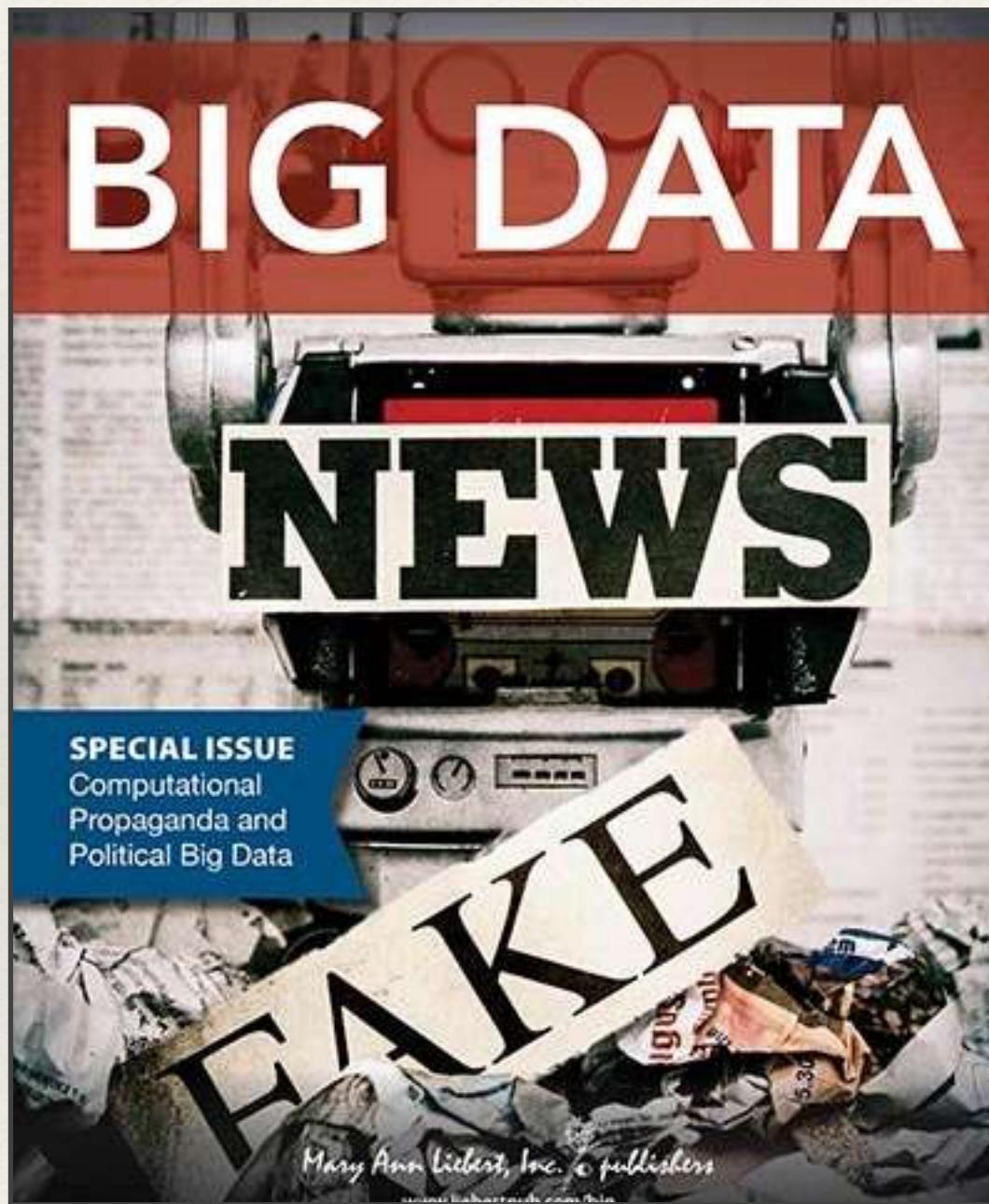
## How a Simple Spambot Became the Second Most Powerful Member of an Italian Social Network

The surprising story of how an experiment to automate the creation of popularity and influence became successful beyond all expectation.

by Emerging Technology from the arXiv

Aug 5, 2014

# Influence of bots



**COMMUNICATIONS  
OF THE  
ACM**

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REVIEW ARTICLES

## The Rise of Social Bots

By Emilio Ferrara, Onur Varol, Clayton Davis, Filippo Menczer, Alessandro Flammini  
Communications of the ACM, Vol. 59 No. 7, Pages 96-104  
10.1145/2818717  
[Comments \(1\)](#)



**nature  
COMMUNICATIONS**

Article | Open Access | Published: 20 November 2018

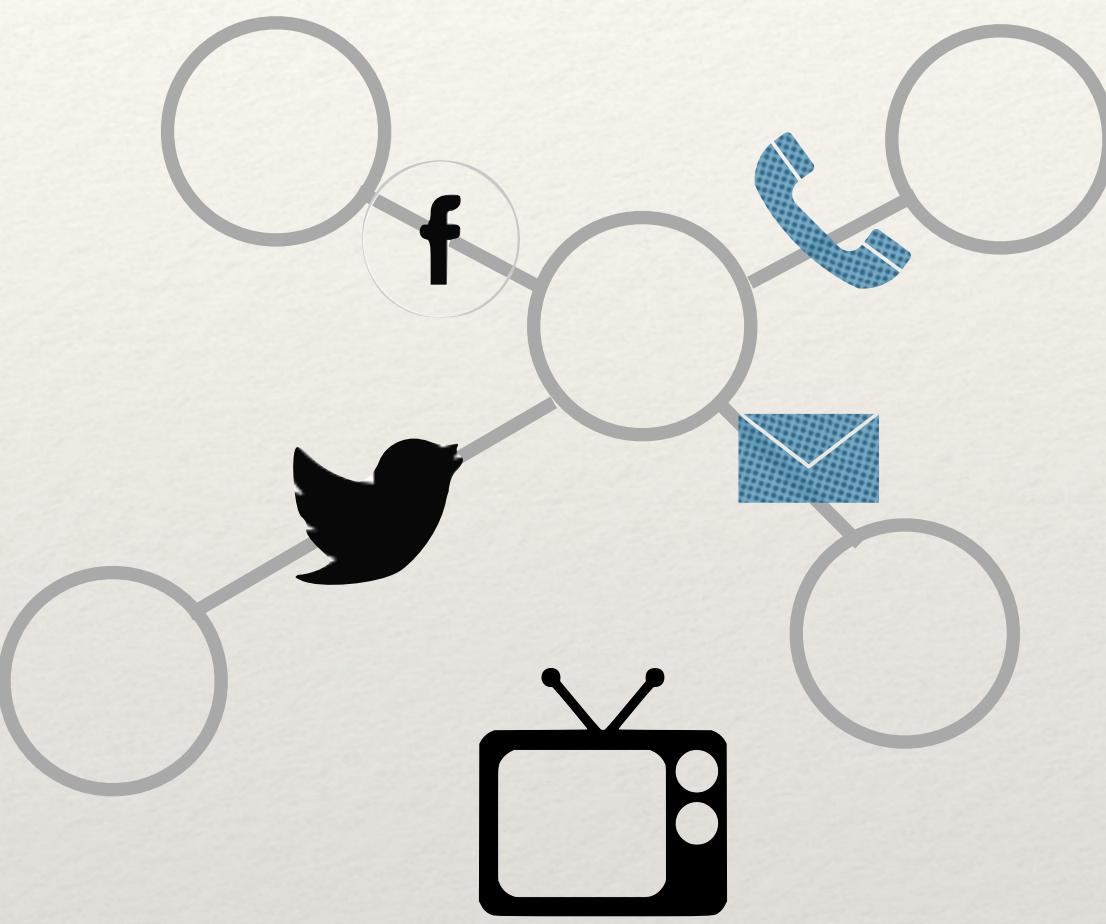
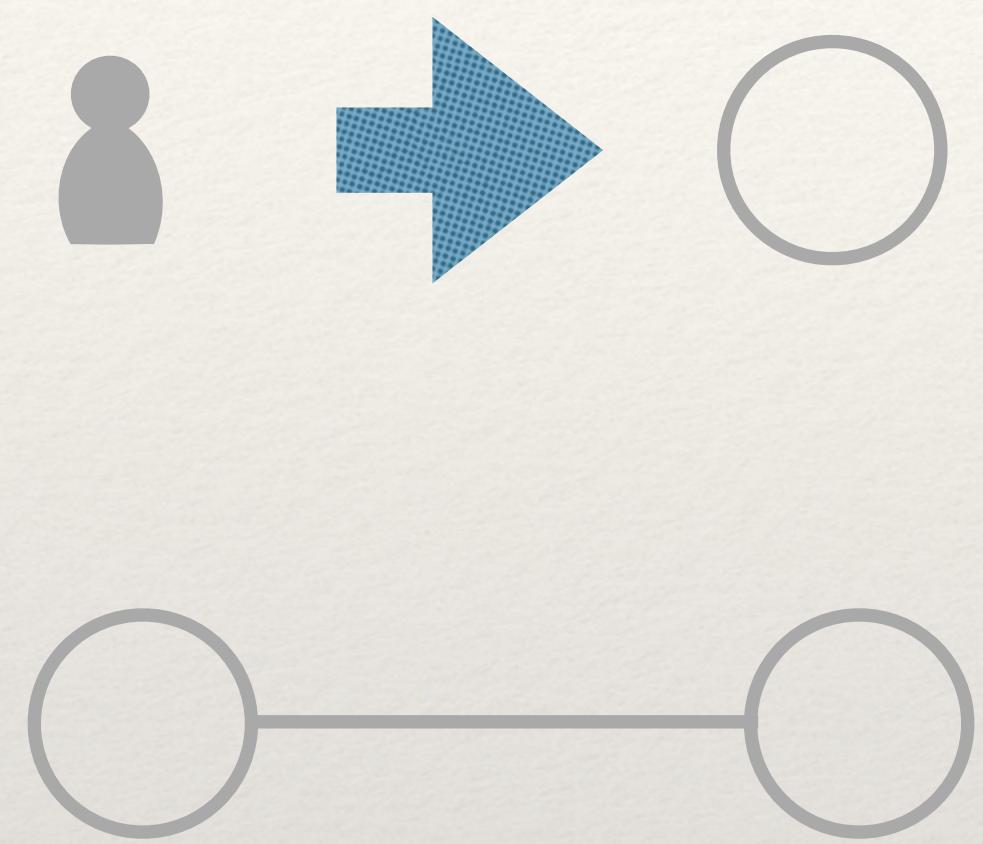
## The spread of low-credibility content by social bots

Chengcheng Shao, Giovanni Luca Ciampaglia, Onur Varol, Kai-Cheng Yang, Alessandro Flammini & Filippo Menczer ✉

*Nature Communications* **9**, Article number: 4787 (2018) | [Download Citation ↓](#)

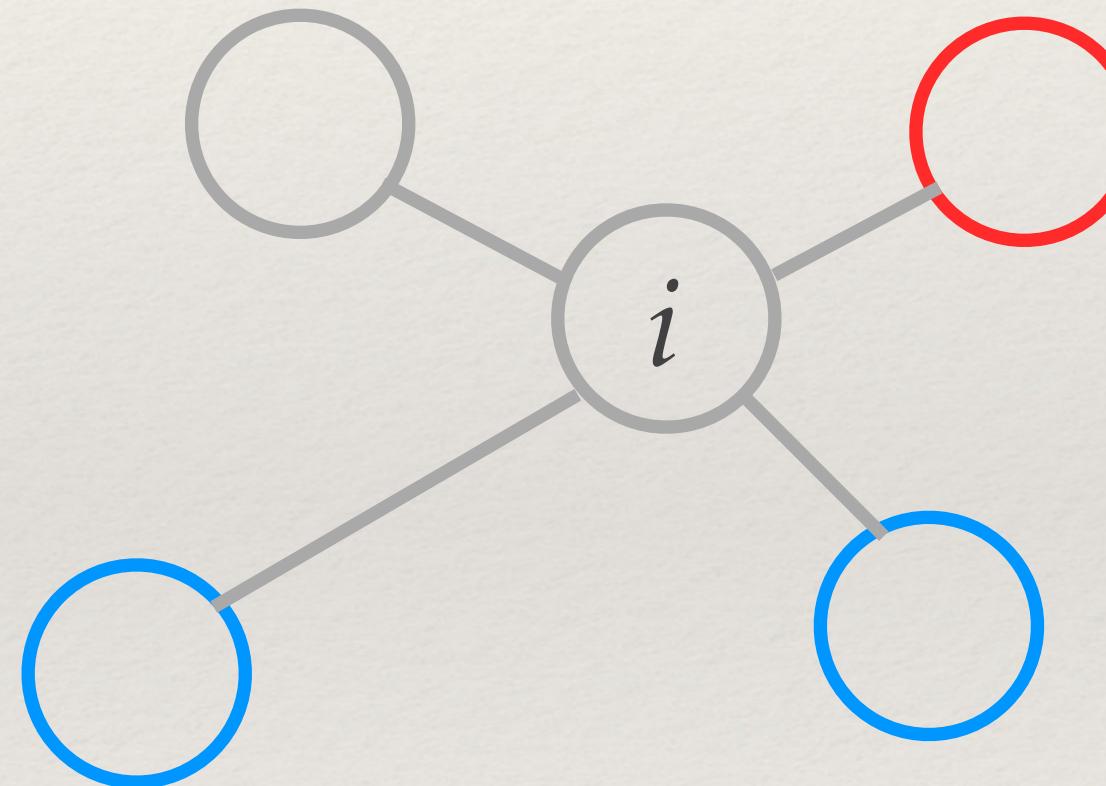
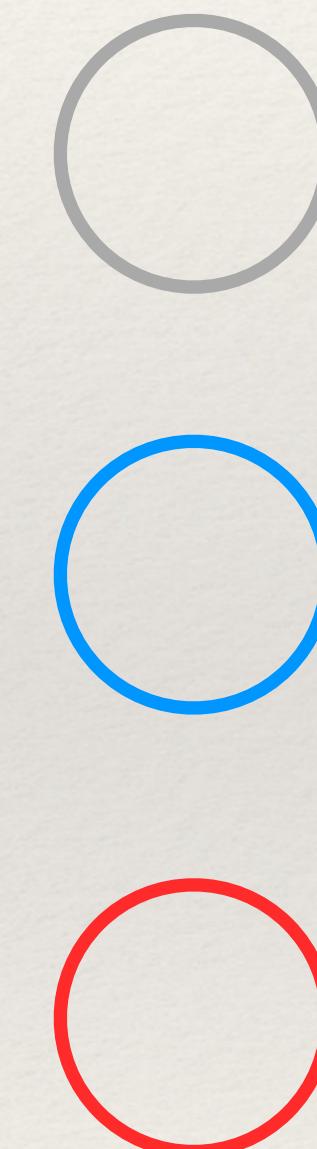


# Contesto



# Diffusione epidemica di notizie false

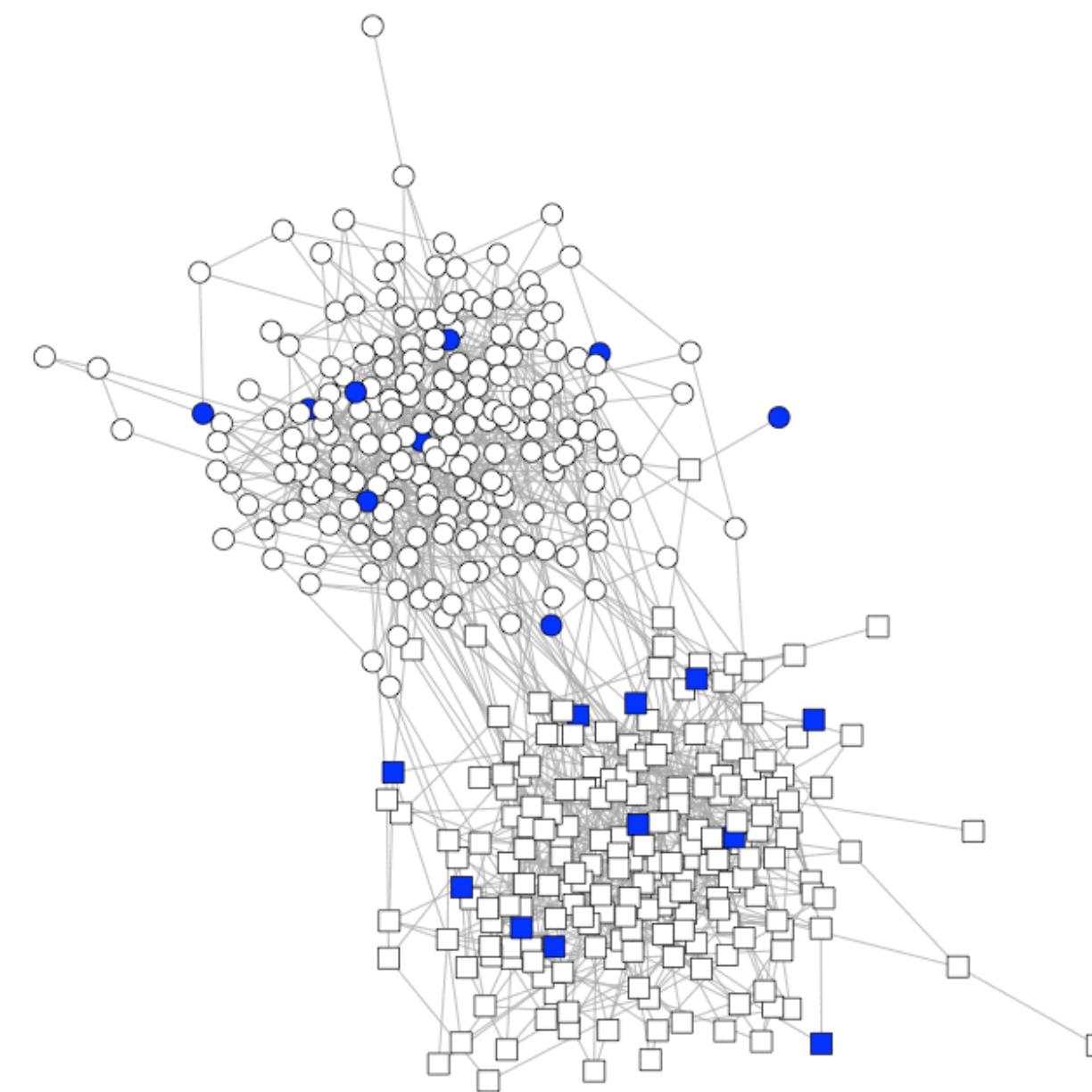
- ❖ Suscettibile
- ❖ Credulone
- ❖ Fact-Checker



# "dimenticare" (bufale vs teorie del complotto)

LOW Forgetting Rate

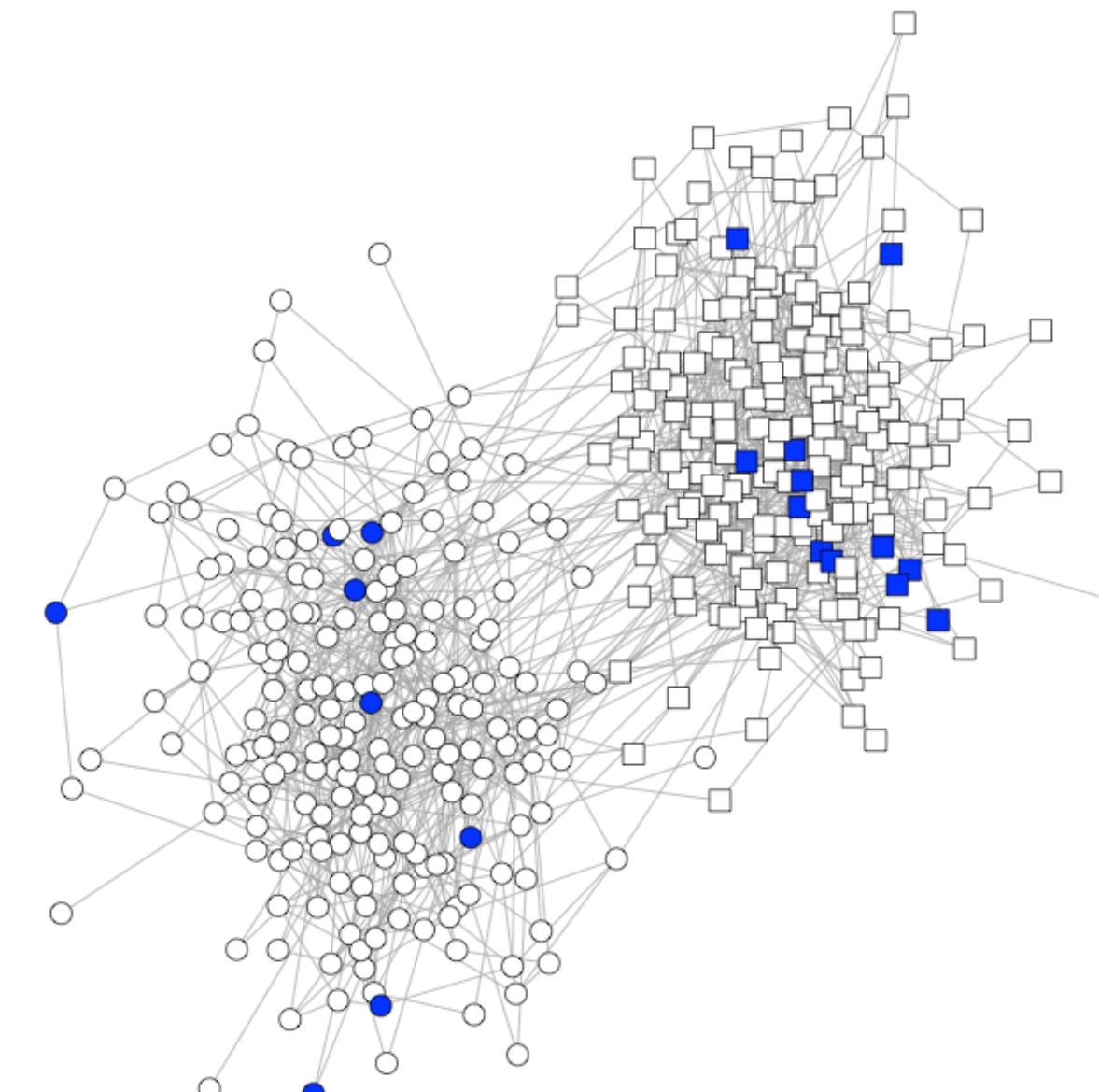
$$p_f = 0.1$$



Time = 1

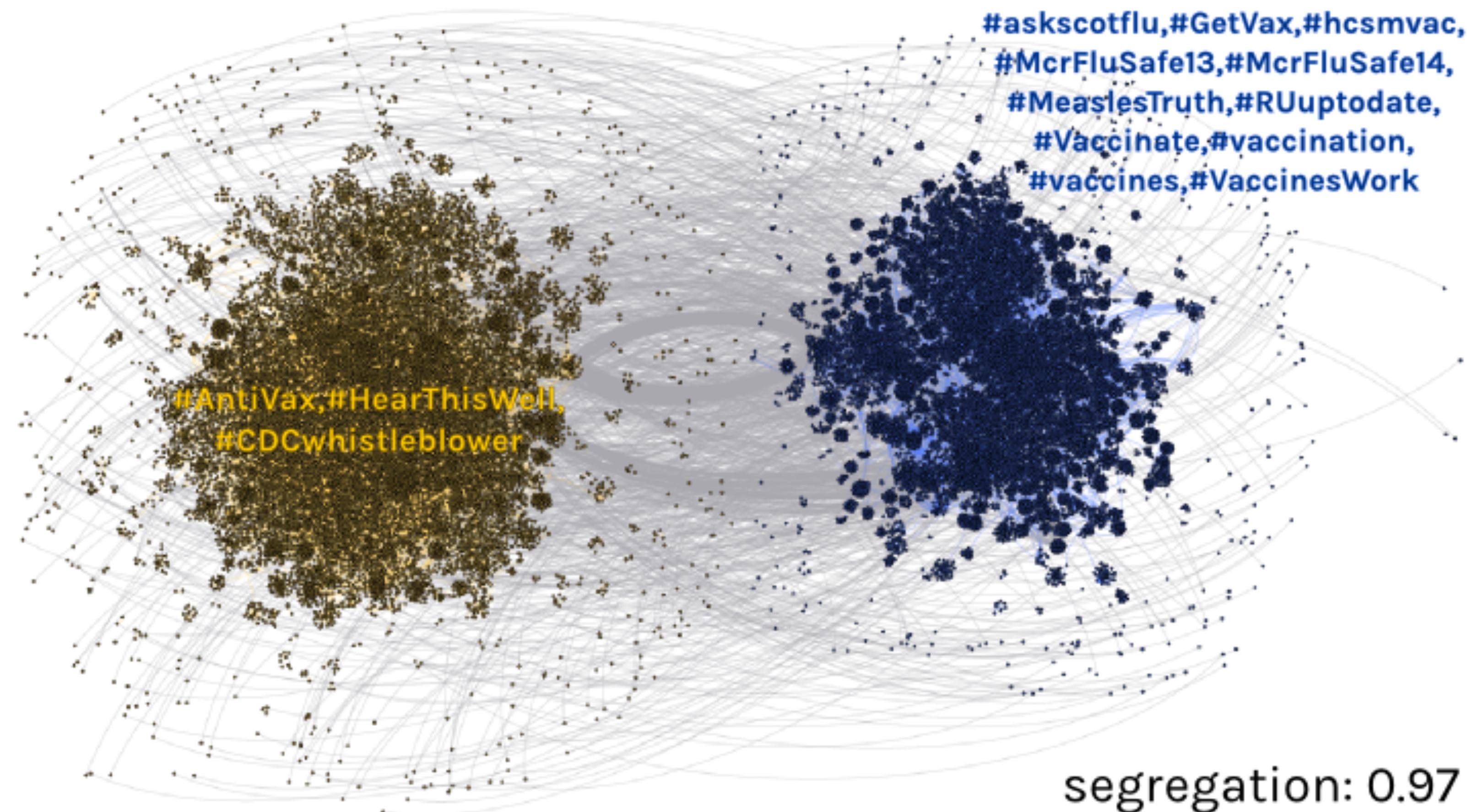
HIGH Forgetting Rate

$$p_f = 0.8$$



Time = 1

# dati twitter: dibattito su vaccini

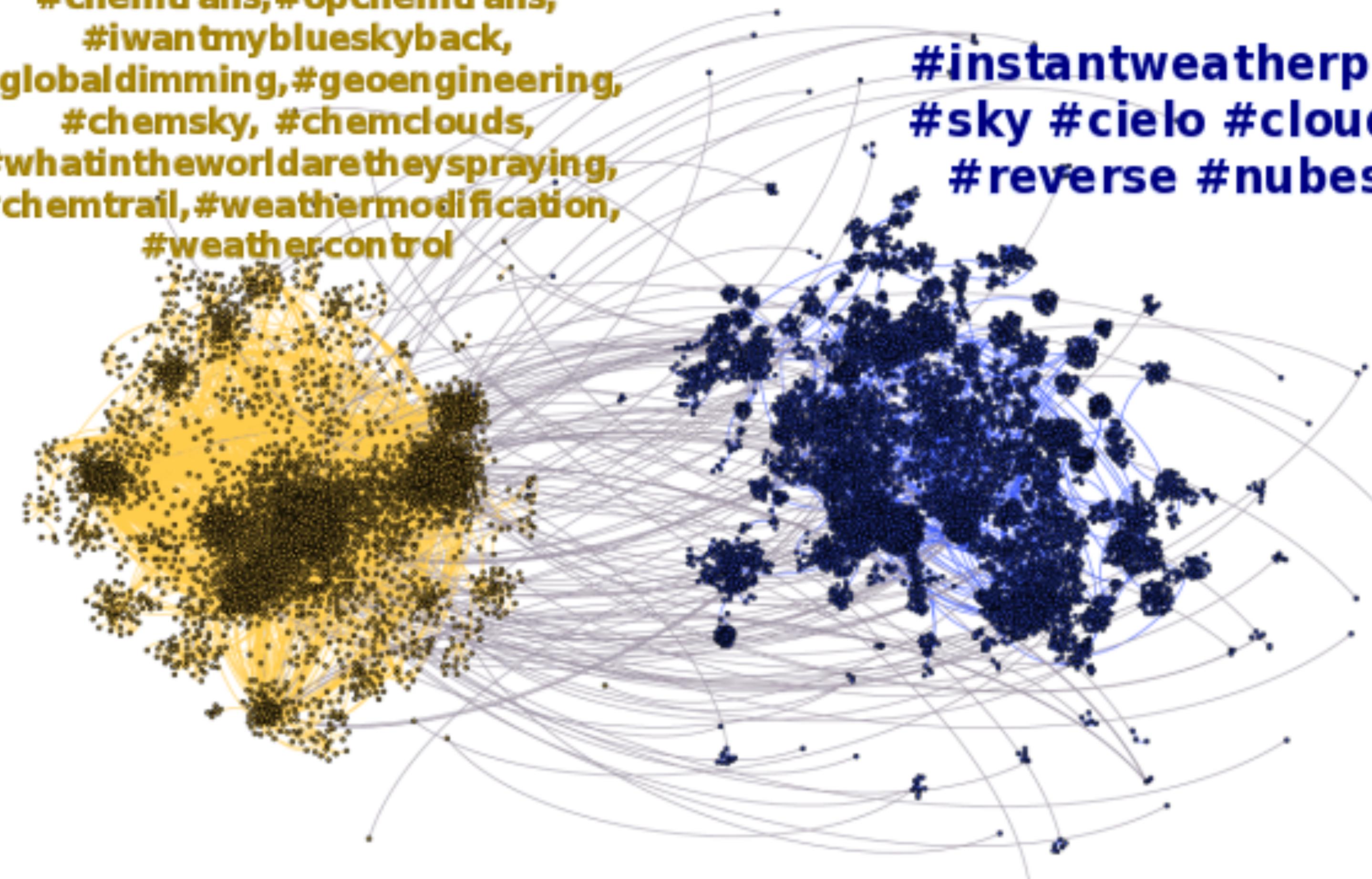


twitter data from IU <https://osome.iuni.iu.edu>

# dati twitter: dibattito su scie chimiche

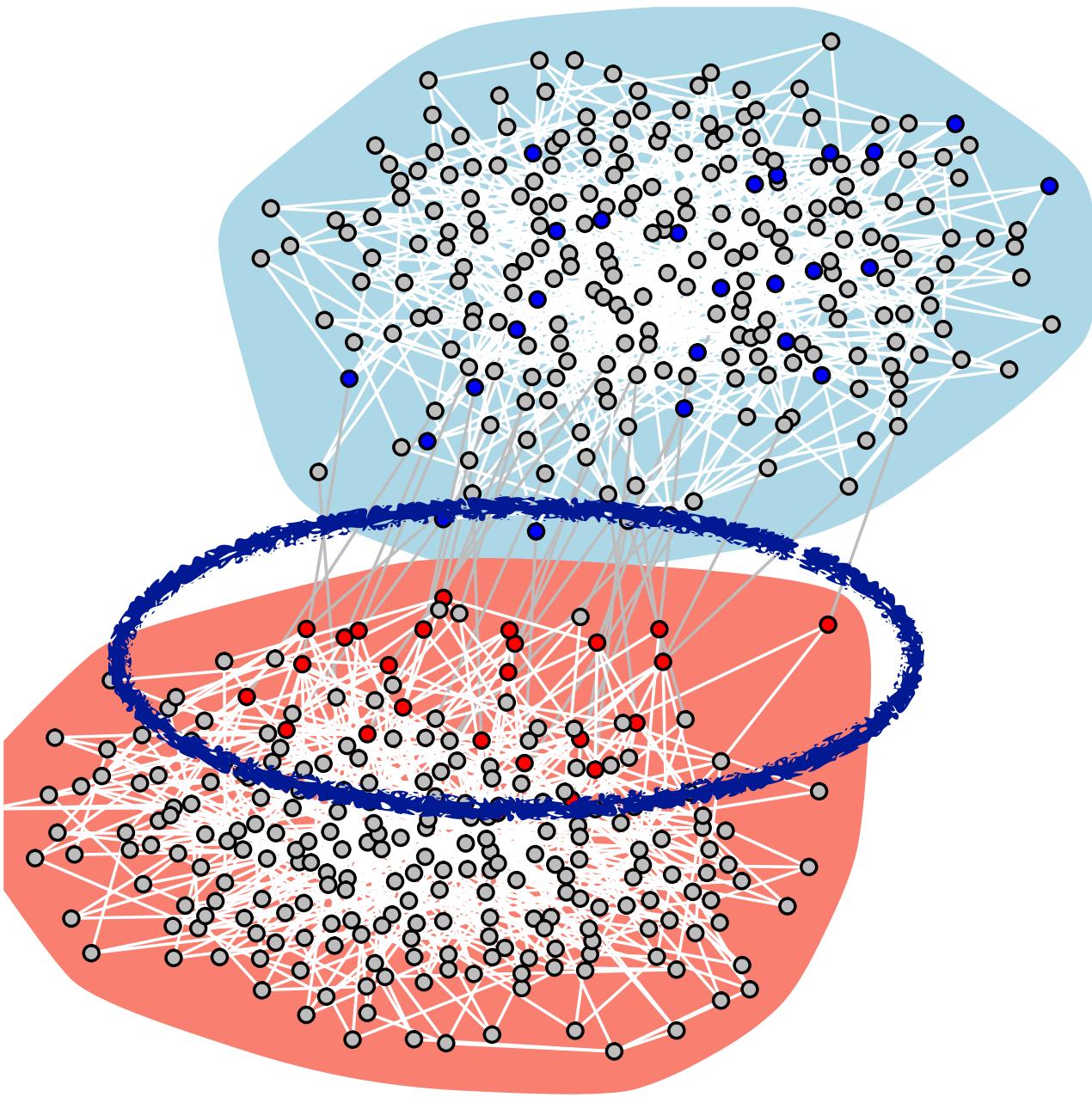
#chemtrails, #opchemtrails,  
#iwantmyblueskyback,  
#globaldimming, #geoengineering,  
#chemsky, #chemclouds,  
#whatintheworldaretheyspraying,  
#chemtrail, #weathermodification,  
#weathercontrol

#instantweatherpro  
#sky #cielo #clouds  
#reverse #nubes

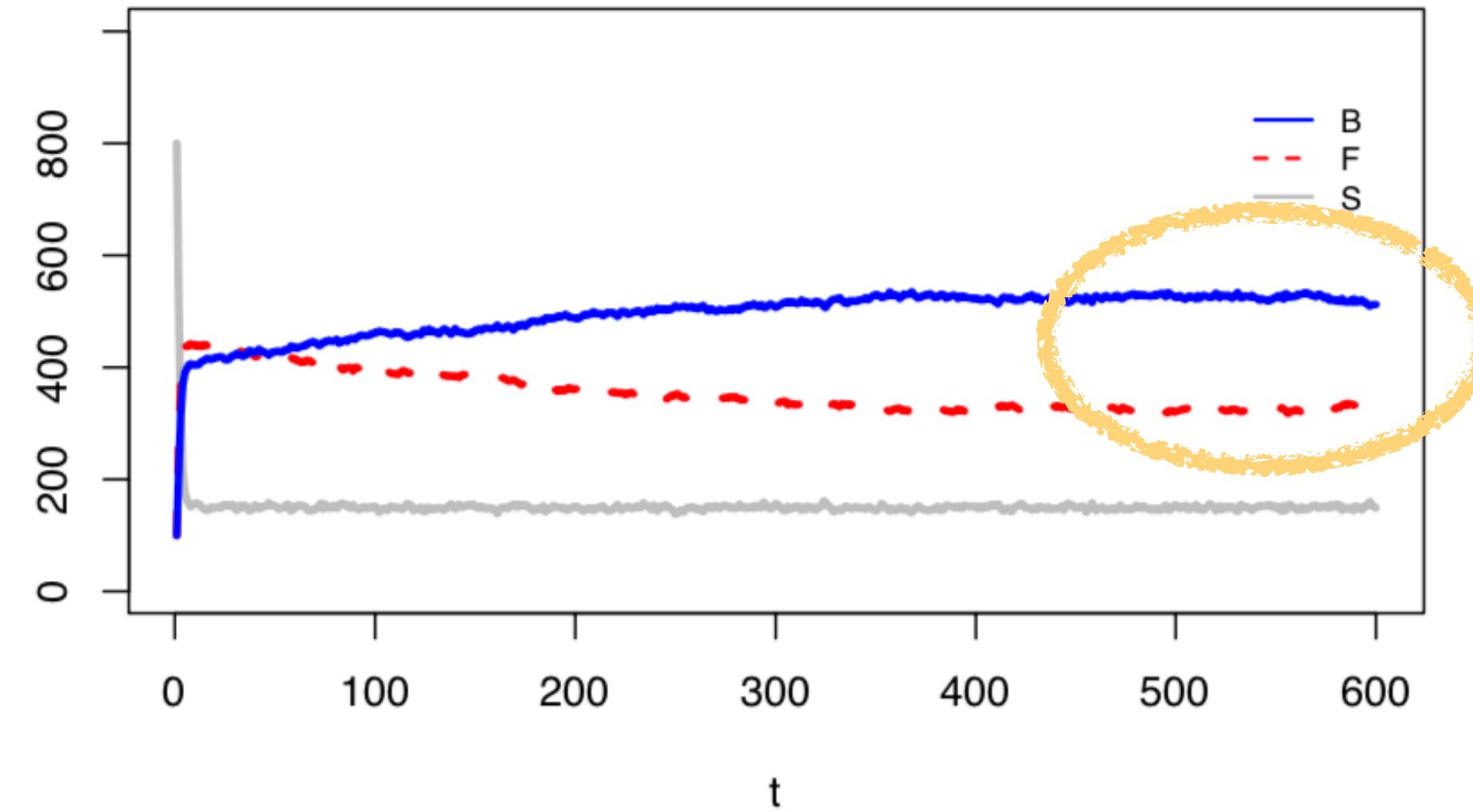


twitter data from IU <https://osome.iuni.iu.edu>

# La posizione migliore per il fact checker



risultati della simulazione



## SPECIAL REPORT

# Finland is winning the war on fake news. What it's learned may be crucial to Western democracy

By Eliza Mackintosh, CNN

Video by Edward Kiernan, CNN

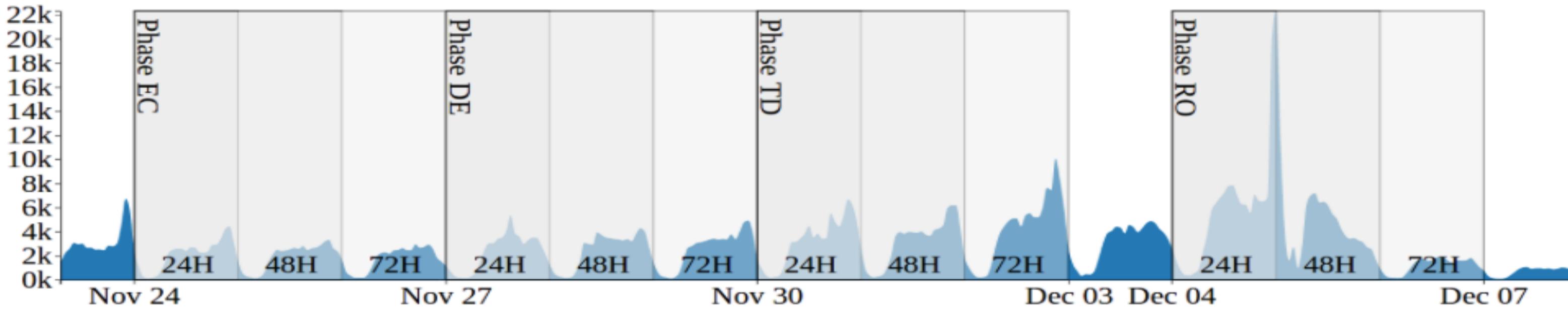


**Helsinki, Finland (CNN)** – On a recent afternoon in Helsinki, a group of students gathered to hear a lecture on a subject that is far from a staple in most community college curriculums.

Standing in front of the classroom at Espoo Adult Education Centre, Jussi Toivanen worked his way through his PowerPoint presentation. A slide titled “Have you been hit by the Russian troll army?” included a checklist of methods used to deceive readers on social media: image and video manipulations, half-truths, intimidation and false profiles.

# Referendum Italiano 2016

Tweet collezionati

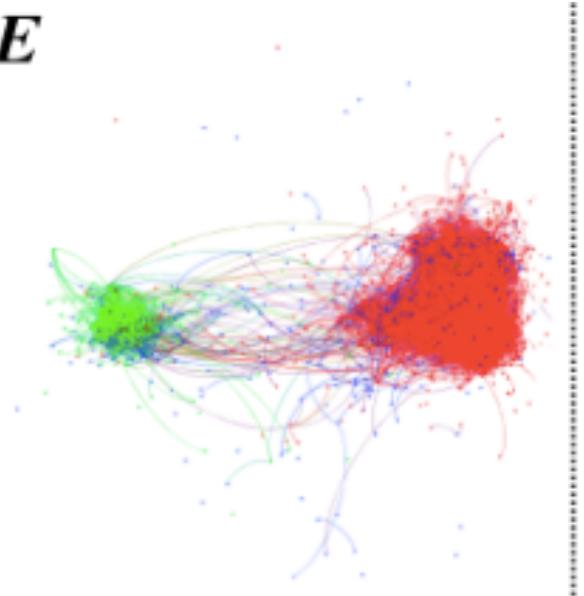


*EC*

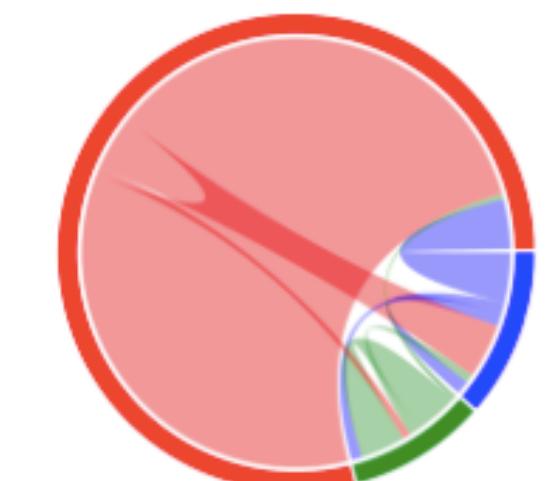


opinione rilevata **contraria**

*DE*

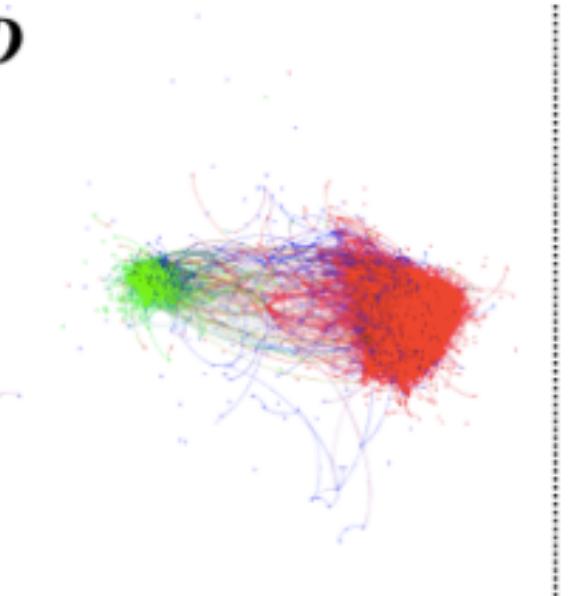


opinione rilevata **a favore**

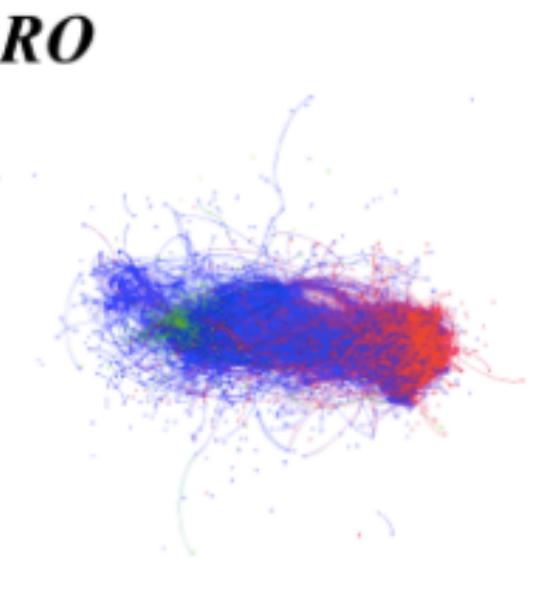


opinione rilevata **nulla**

*TD*



*RO*

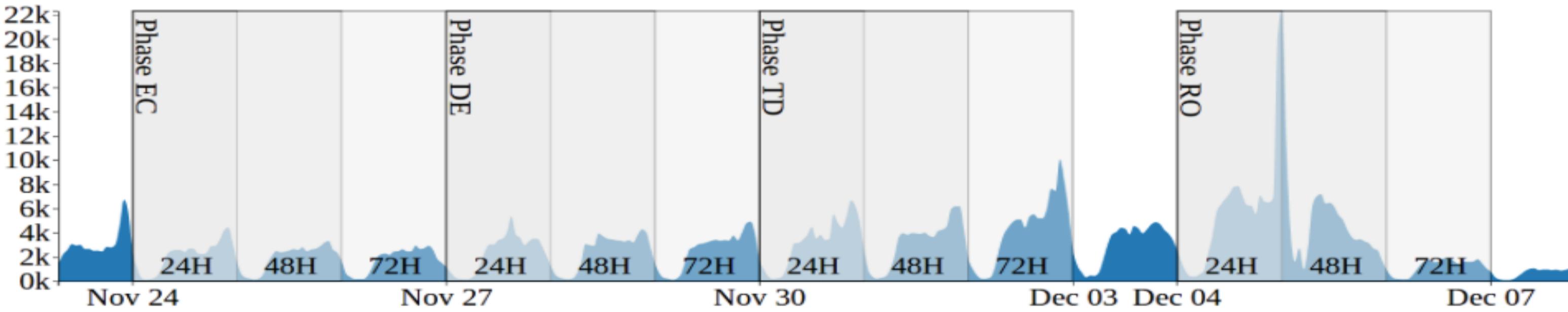


Retweet Network

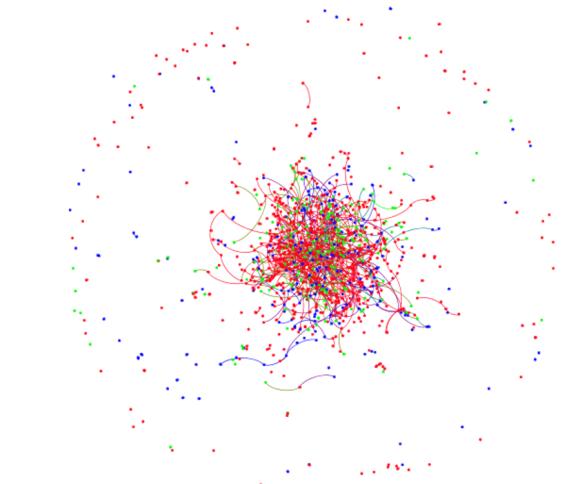
forte segnale di  
omofilia

# Referendum Italiano 2016

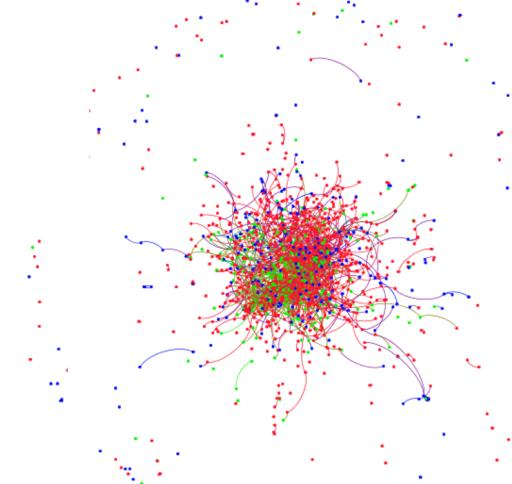
Tweet collezionati



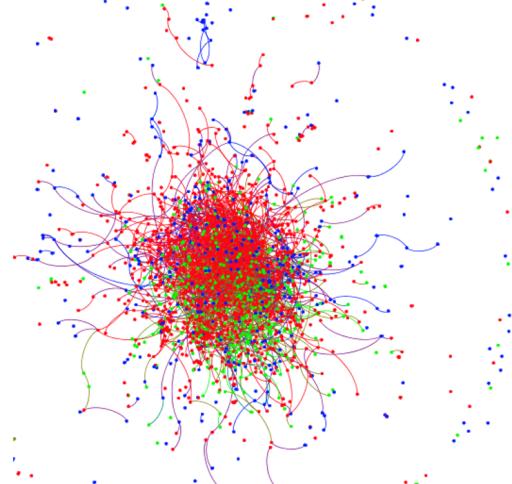
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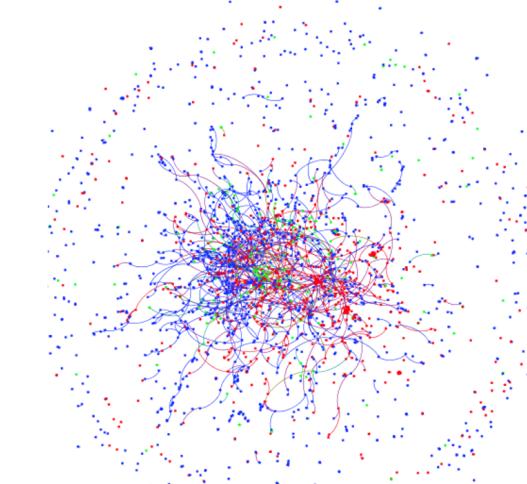
*DE*



*TD*

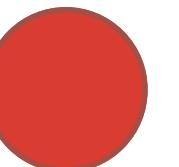


*RO*

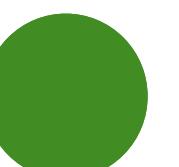


Reply-to Network

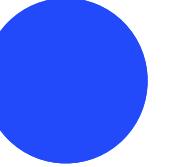
segna di omofilia  
inversa o eterofilia



opinione rilevata **contraria**

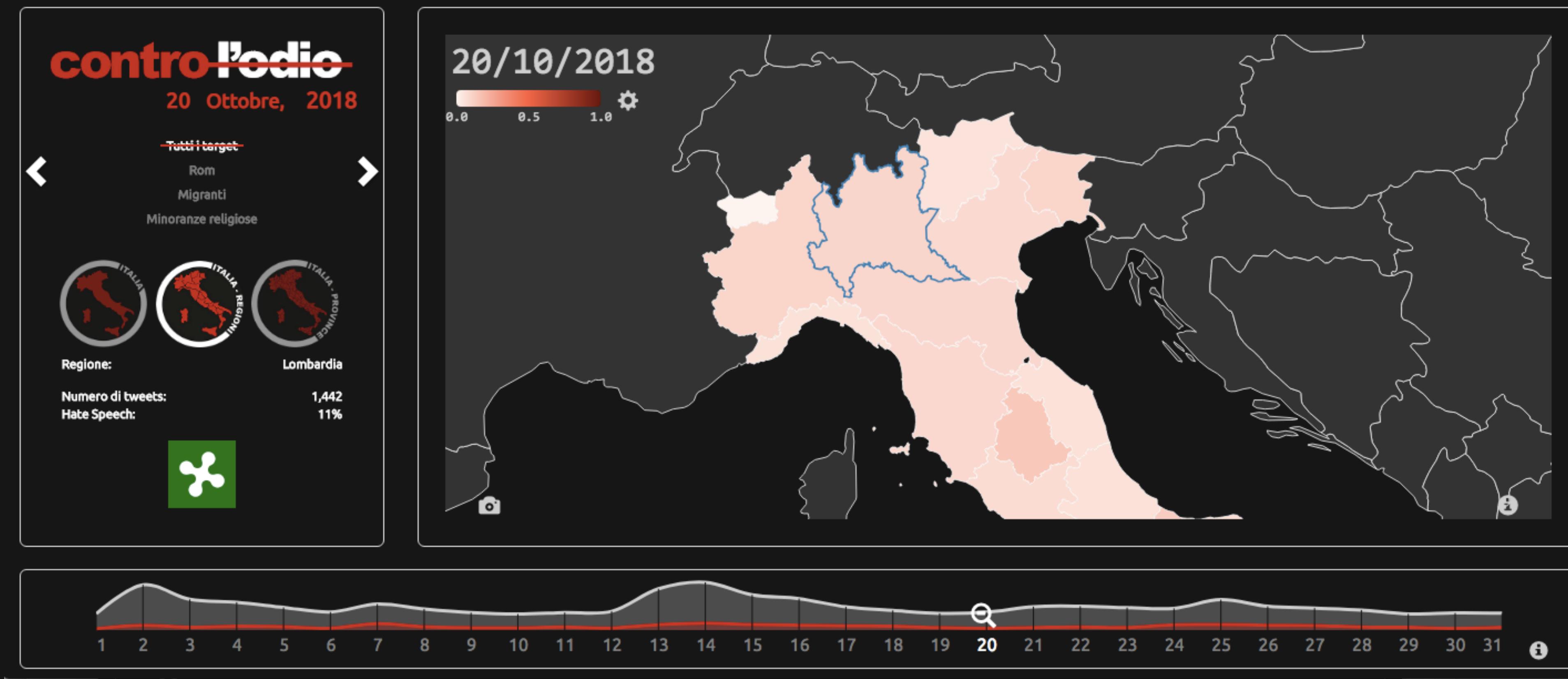


opinione rilevata **a favore**

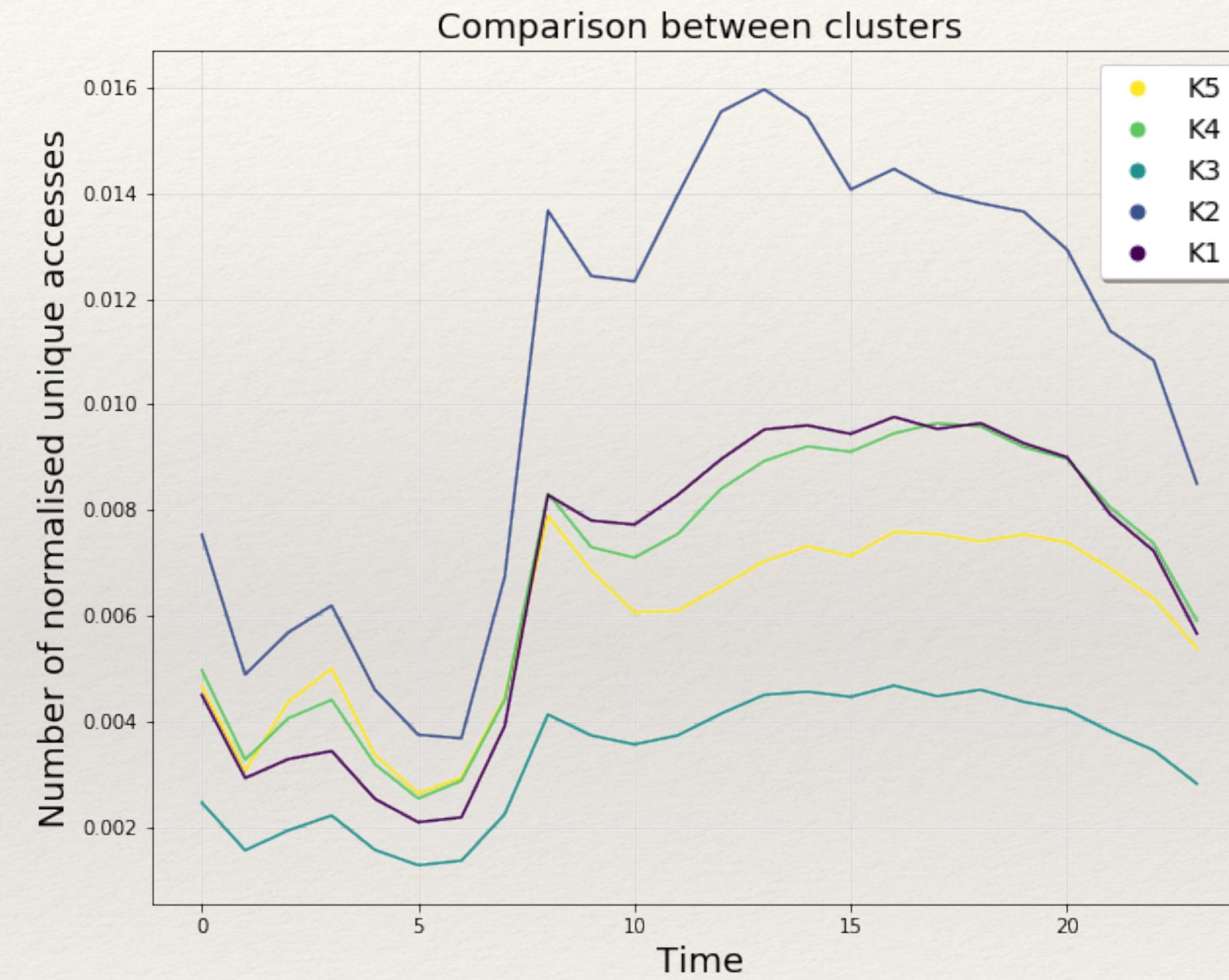
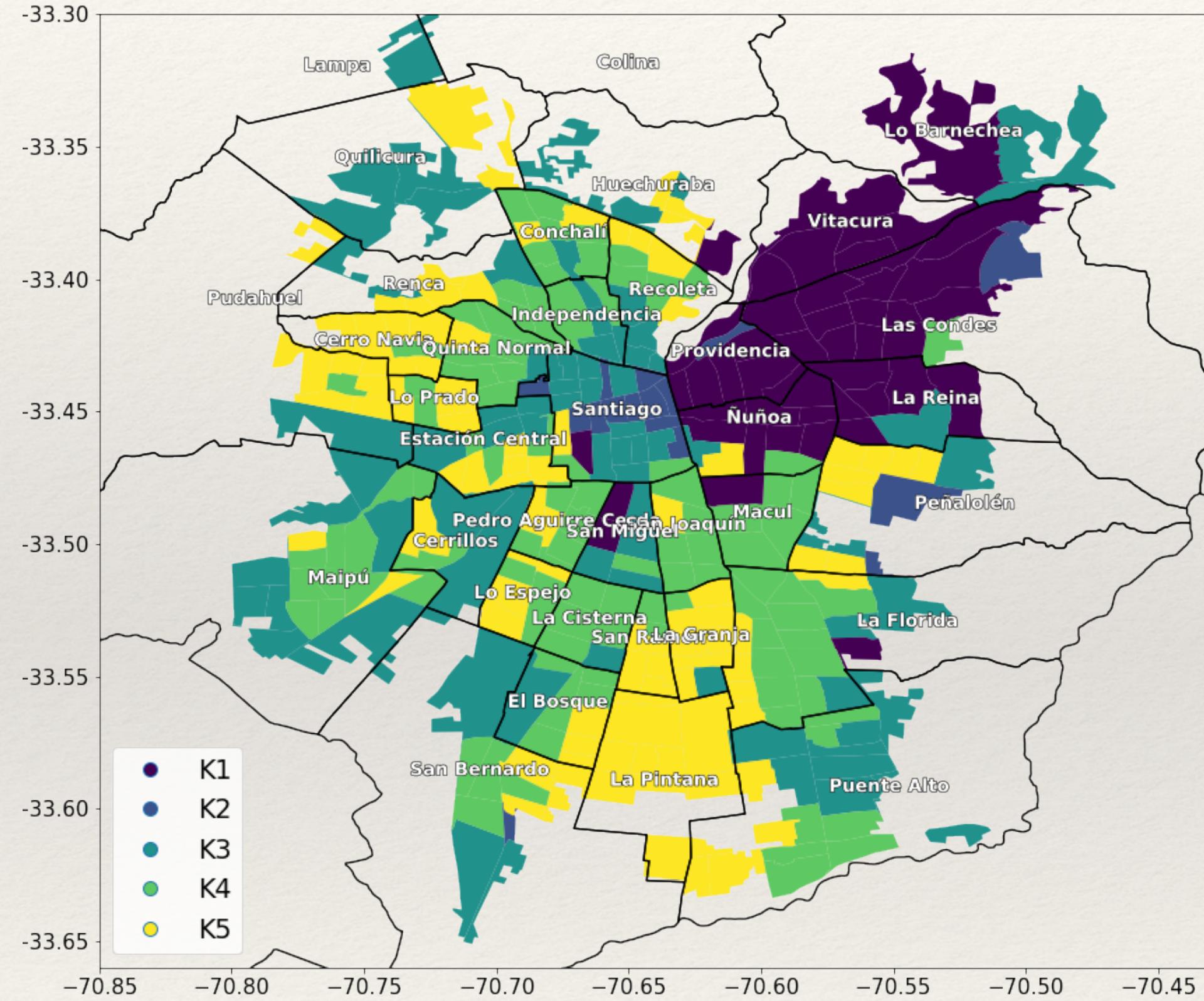


opinione rilevata **nulla**

# Hate speech monitoring (Contro l'Odio)



# Accesso alle notizie (Santiago del Cile)



# Riferimenti

- LM Aiello, A Barrat, C Cattuto, G Ruffo, R Schifanella, 2010. [Link creation and profile alignment in the aNobii social network](#), 2010 IEEE 2nd Int.. Conf. on Social Computing, 249-256
- LM Aiello, A Barrat, C Cattuto, G Ruffo, R Schifanella, [Link creation and information spreading over social and communication ties in interest based online social network](#), EPJ Data Science 1 (1), 12
- LM Aiello, M. Deplano, R Schifanella, G Ruffo. 2012, [People are Strange when you're a Stranger: Impact and Influence of Bots on Social Networks](#), in Proc. of the 6th Intern. AAAI Conf. on Weblogs and Social Media (ICWSM'12), Dublin, Ireland
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- A T. E. Capozzi, M Lai, V Basile, C Musto, M Polignano, F Poletto, M Sanguinetti, C Bosco, V Patti, G Ruffo, G Semeraro and M Stranisci. [Computational Linguistics Against Hate: Hate Speech Detection and Visualization on Social Media in the "Contro L'Odio" Project](#), in Proc. of CLIC 2019
- S Vilella, D Paolotti, G Ruffo, L Ferres, [News and the city: understanding online press consumption patterns through mobile data](#), <https://arxiv.org/abs/1907.02480>



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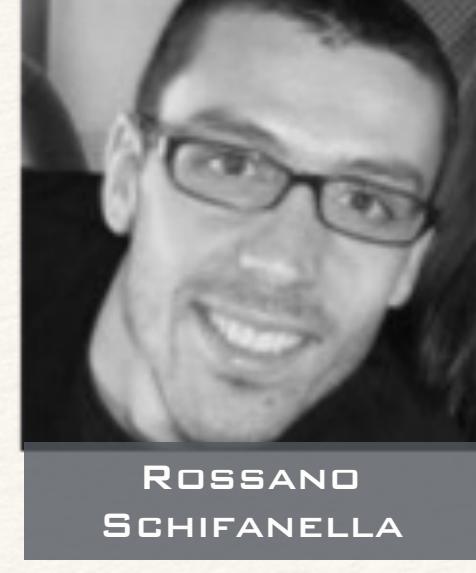
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TAMBUSCIO



MIRKO  
LAI



ROSSANO  
SCHIFANELLA



ANDRÉ  
PANISSON



LUCA  
AIELLO



VIVIANA  
PATTI



ARTHUR  
CAPOZZI



EDOARDO  
GALIMBERTI



ALFONSO  
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VILELLA



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SULIS



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DEPLANO



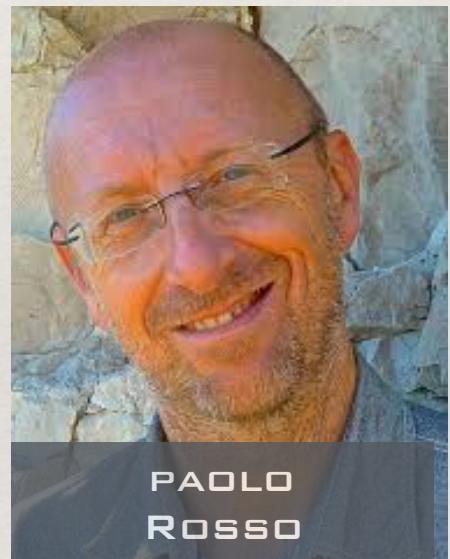
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BOSCO

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# Thanks!



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DE VALÈNCIA



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ROSSO



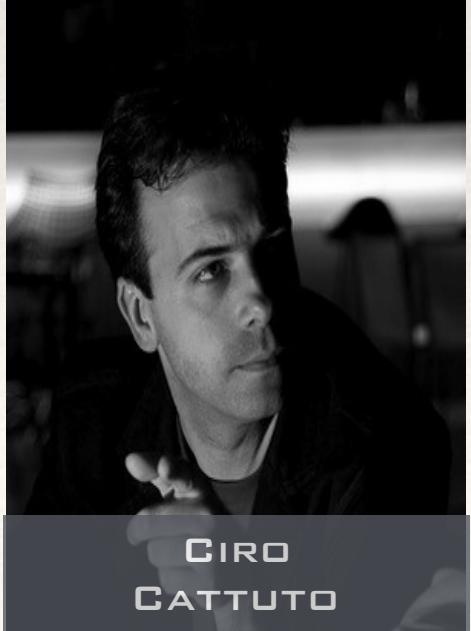
Universidad del Desarrollo



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FERRES



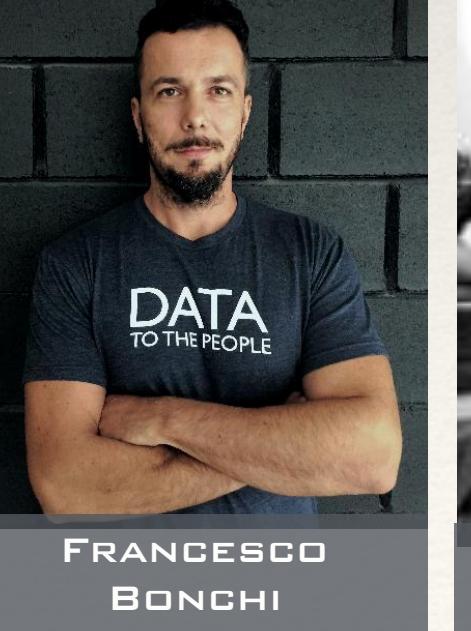
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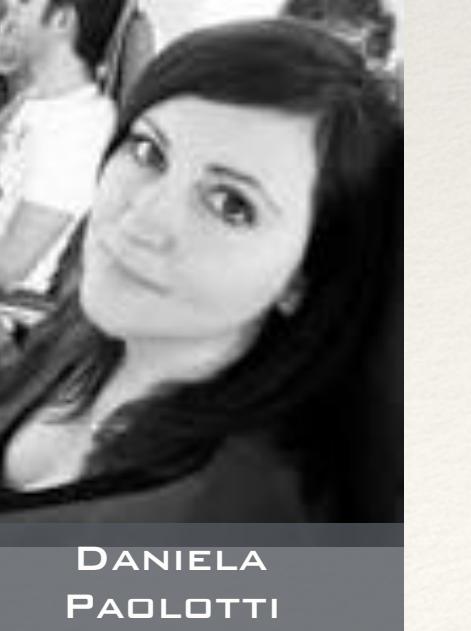
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