

## Networked Communications

### Spam

The rise of spam corresponded with the transformation of the Internet from a noncommercial academic and research enterprise into a commercial global network.

The volume of spam grew because spam is effective. The principal advantage of spam is its low cost compared to other forms of advertising.

#### Definition 0.1

**Botnets:** huge networks of compromised computers controlled by “bot herders”. Bot herders create botnets by launching programs that search the internet for computer w/bad security and install software bots that send emails.

## Political Impact of Social Media and Online Advertising