Textual and Statistical Analysis of Russian IRA Facebook Posts

*The paper is written in the scope of a collaborative summer research on visual persuasion with

Richard K. Merritt.

David Oniani

Luther College

oniada01@luther.edu

Month Day, Year

Abstract

The 2016 Presidential Election was targeted by an unprecedented intelligence and influence campaign, arising out of Russia, it sought to undermine the election, sow discord, attack the fissures of the United States and sway the Election in Donald Trump's favor. The entirety of the United States Intelligence infrastructure acknowledge that Russians attempted to sway the votes of millions of people. Central to this foreign infiltration into the electorate is the merging machine learning, the principles of misdirection, online entities deployed for the purposes of deception, and contemporary research on persuasion, psychology and manipulation. This project not only seeks to define the underlying dynamic design structures of this influential campaign, but also to specifically examine how strategic design and targeted graphic design were generated. From the contemporary political campaign to advertisement, human actions as sociopolitical agents and consumers can be intermediated by a contemporary influence practice. It is the contention of this project that language and image can effectively be interengineered to produce desired outcomes in audiences through the integrated use of

specific psychological, mnemonic and aesthetic strategies. Historically, these strategies often use the tools of fear, racism, sexism, othering, white supremacy and a narrowly focused patriotism. Artificial Intelligence, Content Analysis and Machine Learning at the End of Democracy, will spend 8 weeks of this summer using machine learning, to analyze the 3500 Russian Facebook Ad dataset released by U.S. House of Representatives Permanent Select Committee on Intelligence. We will additionally be examining the 10 million tweets and 2 million image Russian Twitter dataset. These datasets will be used as "training data" (training data refers to refers to that portion of data used to fit a model. Unsupervised learning refers to analysis in which one attempts to learn something about the data. other than predicting an output value of interest [whether it falls into clusters, for example])*. We will develop our machine learning software in the Python computer language. We will additionally be developing software using Google Vision artificial intelligence application programming interface(set of tools and resources that allows software developers to create applications) Using machine learning will allow us to discern patterns in a very large image and text datasets. Specifically an archive of images that were designed to manipulate the last U.S. Presidential election. Once we discern patterns our next step is to identify images designed to foster racism, division and the spread of intolerance.

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Example Section

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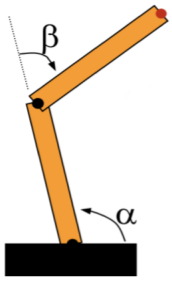

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References

[1] Munkres James. *Topology (2nd Edition)*. English. 2nd ed. Pearson, 2000, p. 76.