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Divided we Stand

Methods and Tools to Represent,
Understand, and Analyze a Digital Society

June 8th, 2021

UPO UNIVERSITÀ DEL PIEMONTE ORIENTALE

Prologue (on fake news)

Terminology

Misinformation

Malinformation

Fake-News

Disinformation

Unverified Information

Propaganda

Conspiracy Theories

Urban Legend

Rumors

Astroturf

Spam

Troll

Hate Speech

Cyberbullying

What I do (and don't....)

- Academic and industrial research
- Data and network analysis
- Models of diffusion processes
- Social media and data as a resource
  - the interplay between 'segregation' and 'polarization'
  - rational motivations

- I don't debunk, I am not a journalist
- I don't look for automatic identification of true and false news
- I do not target social media as evil
  - I don't believe in censorship or freedom of speech limitations
  - I don't look for simple explanations to complex problems (e.g., gullible people is also stupid!)

Fictional background
(prologue on segregation and polarization)

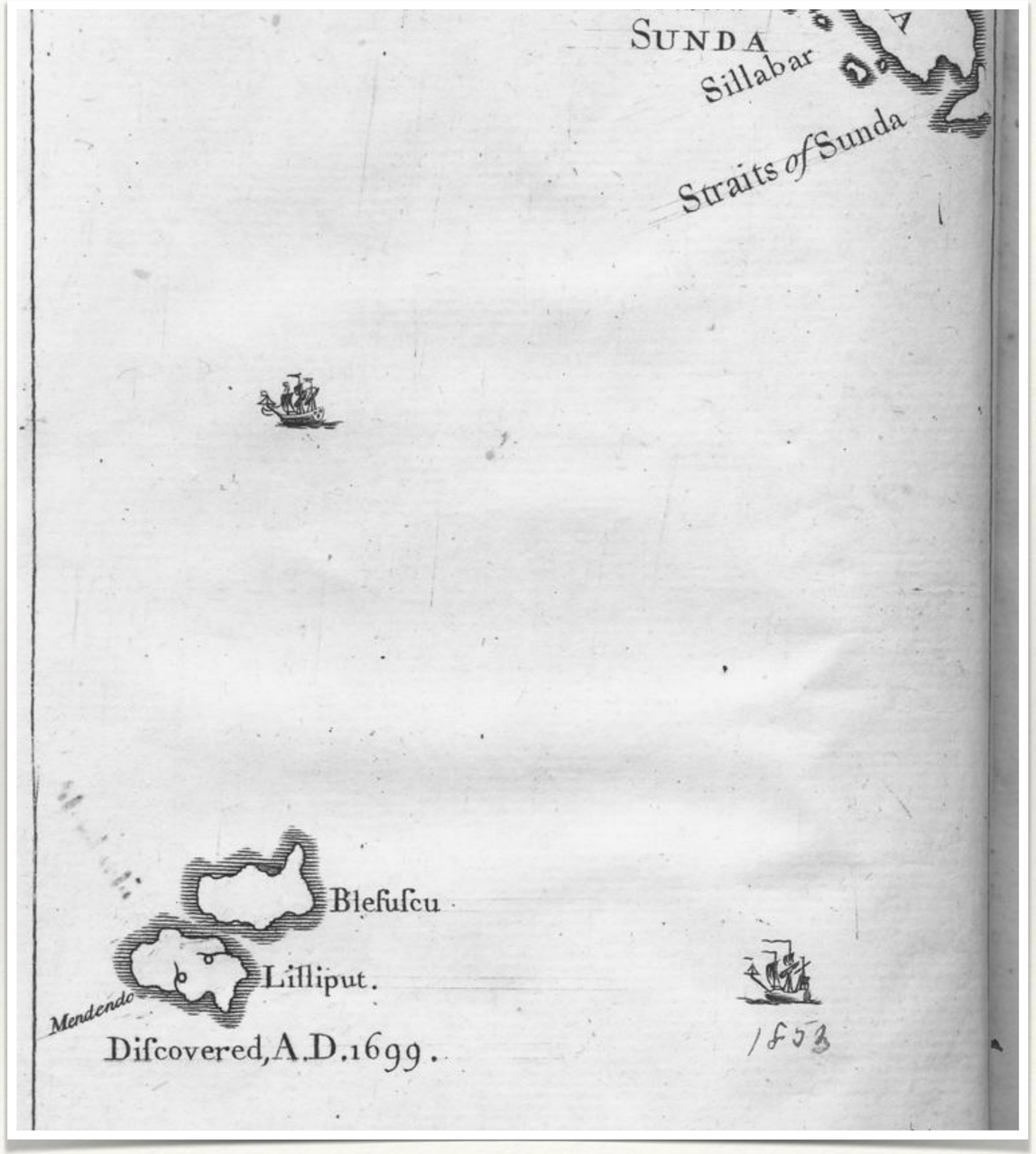
Jonathan Swift

Lilliput and Blefuscu

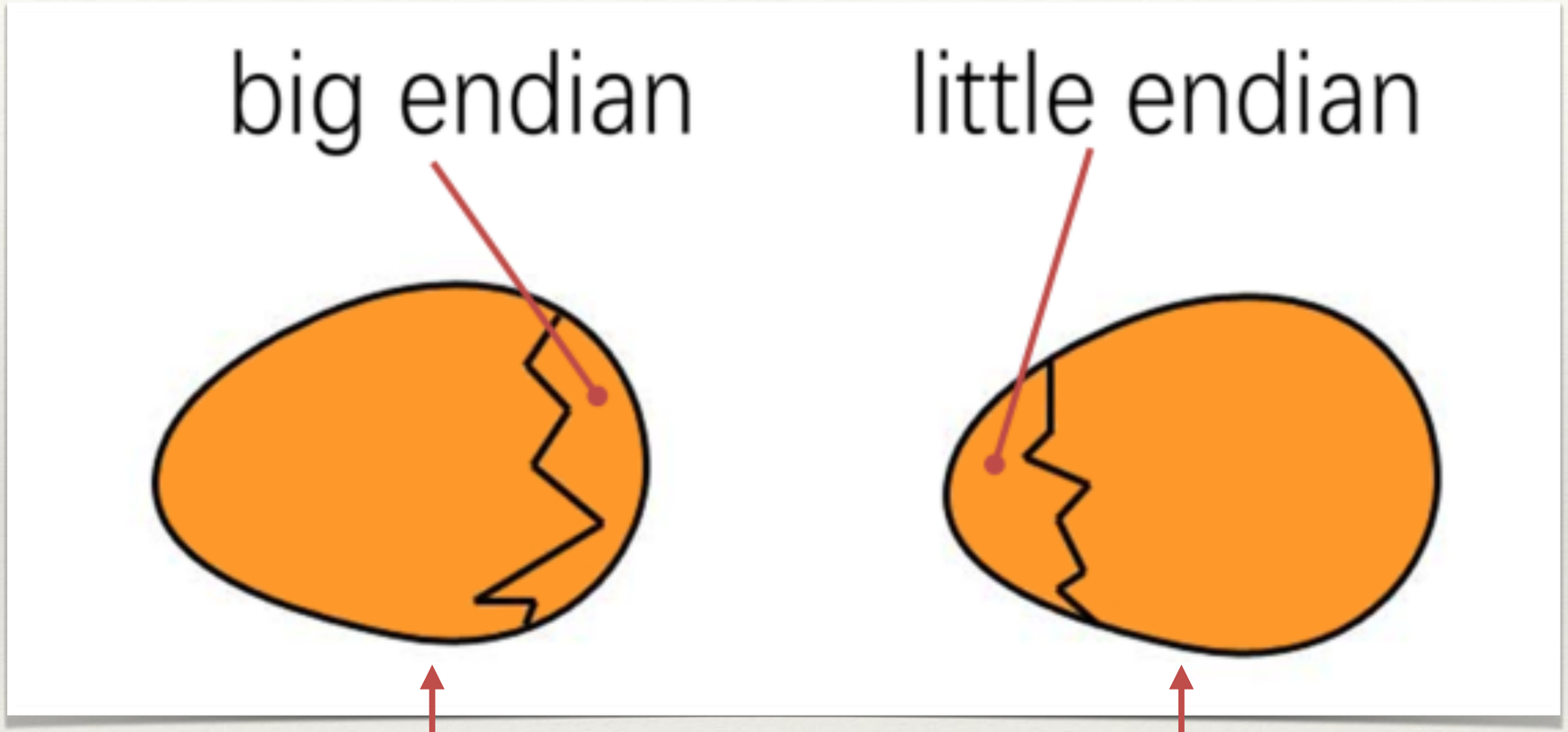
According to "*Gulliver's Travels*", they are two islands in the *South Indian Ocean*

Two *different kingdoms* inhabited by tiny people

Even if similar in nature and in religious belief, they have a long lasting debate called the *"egg war"*



Big-Endians/Little-Endians



Holy Scriptures: *"Always break the egg on the most convenient side"*, that is the larger in **Lilliput**

The way Lilliputians always broke their eggs

The way the emperor ordered them to break their eggs.

"Little endian" interpretation of holy scriptures was adopted in **Blefuscu**

Satirical interpretation

- **Eggs wars**: Catholic England (Big-Endian) and conversion to Protestantism of most of the country (Little-Endian) after Queen Elisabeth I conversion
- **Lilliput and Blefuscu**: Kingdom of Great Britain and Kingdom of France
- **Internal politics in Lilliput:** the Whigs and the Tories
- In perspective: human beings divide themselves because of what may appear a futile reason to an alien
- It contains the intuition of the interplay between (structural) **segregation** and (opinion) **polarization**

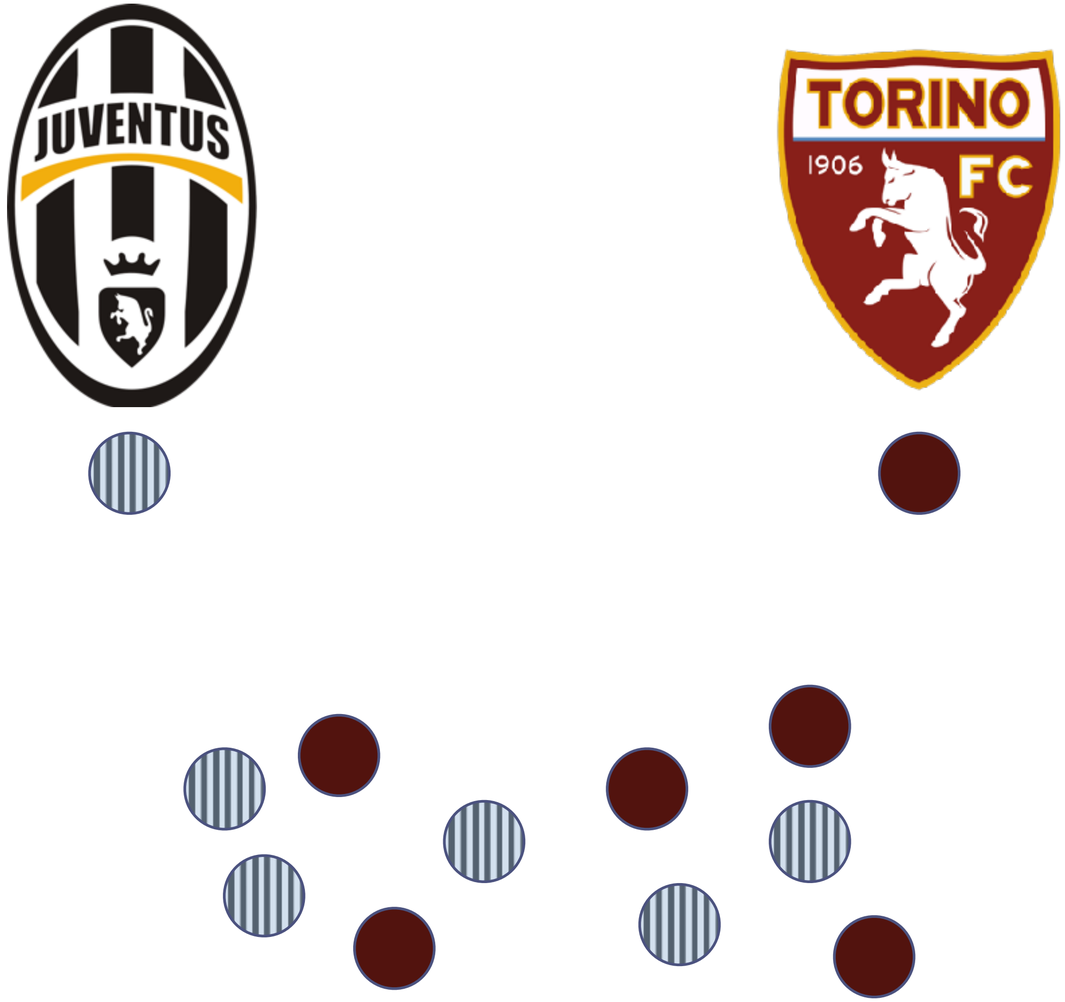
Agenda

- Segregation and polarization
- The Strange case of Lajello
- Modeling **disinformation diffusion**
  - the role of **forgetting** and **news verification**
  - the role of **segregation**
  - evaluating debunking **strategies**
- Discussion and **conclusions**

Segregation and Polarization

Segregation

- Society's structure is shaped in function of **immutable characteristics** of individuals
  - ethnic group
  - age
  - religious belief
  - …



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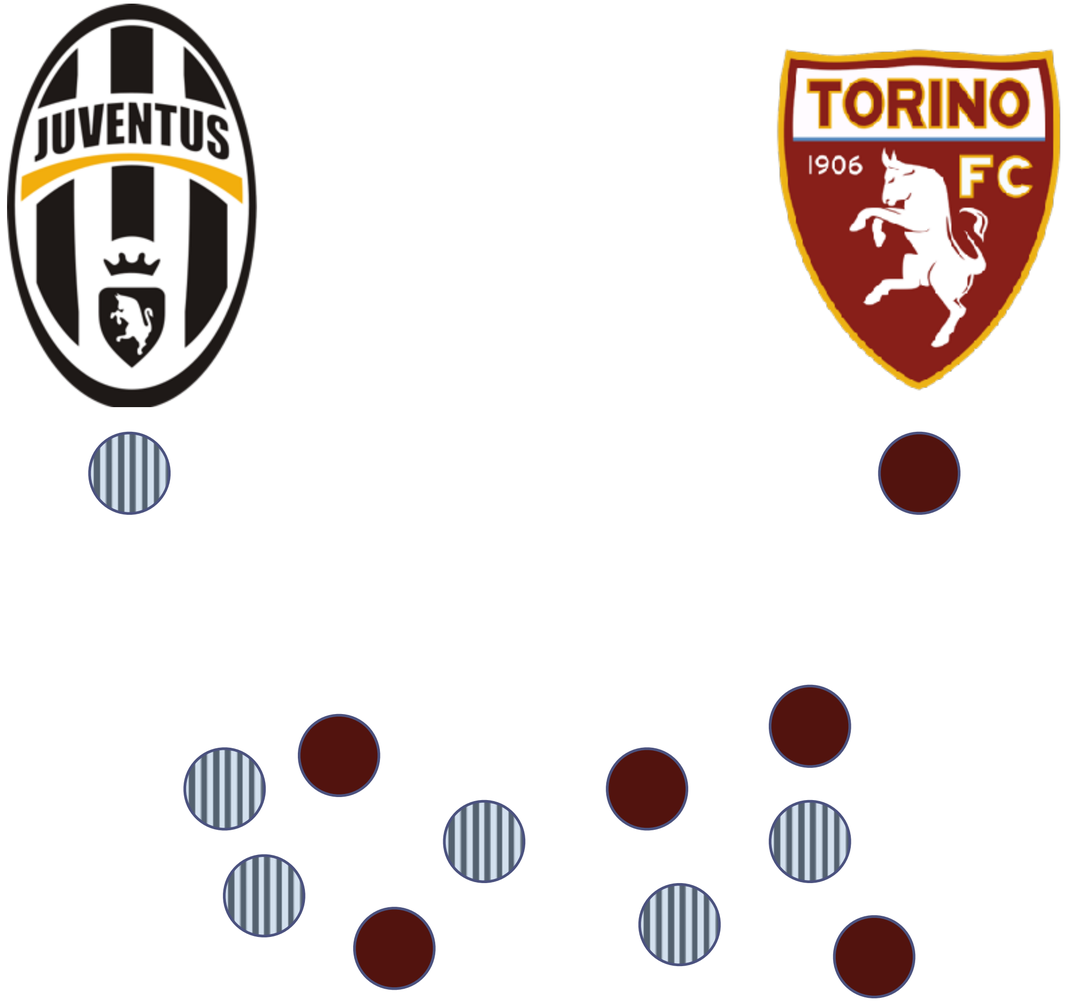
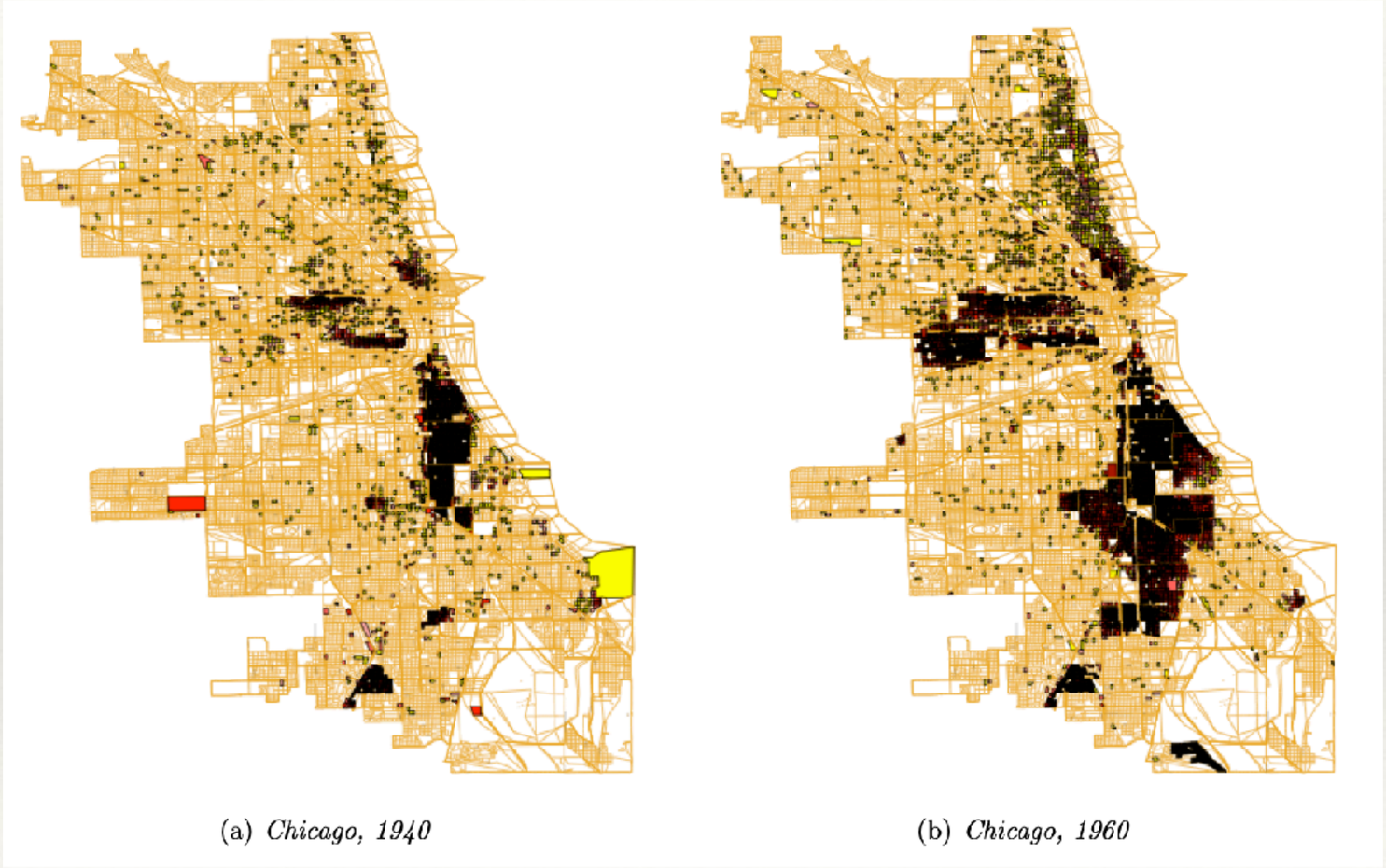


Natural spatial "signature" in cities

- Formation of homogeneous (according to some "type" or "class") neighbors in cities
- Which are the causes of "ghettization"?

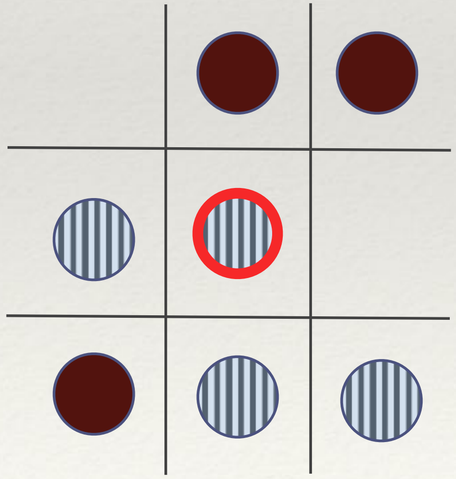


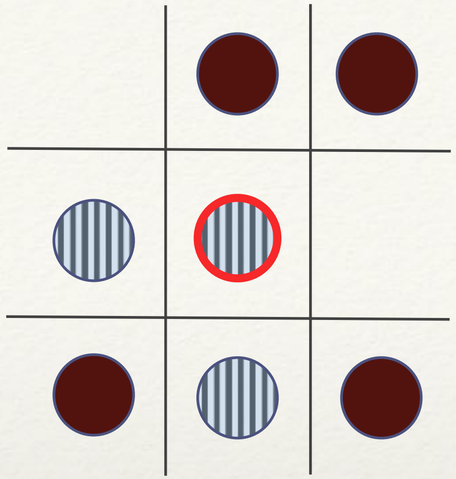
(a) *Chicago, 1940*

(b) *Chicago, 1960*

The Schelling model

- Can spatial segregation arise from the effect of homophily operating at a local level?
- Assumption: no individual want segregation explicitly
- Agents:
  - two types: 
  - immutable characteristics
- Agents reside in a cell of a grid
  - some cells contain agents
  - some other cells are unpopulated
- Neighbors: 8 other cells "touching" an agent



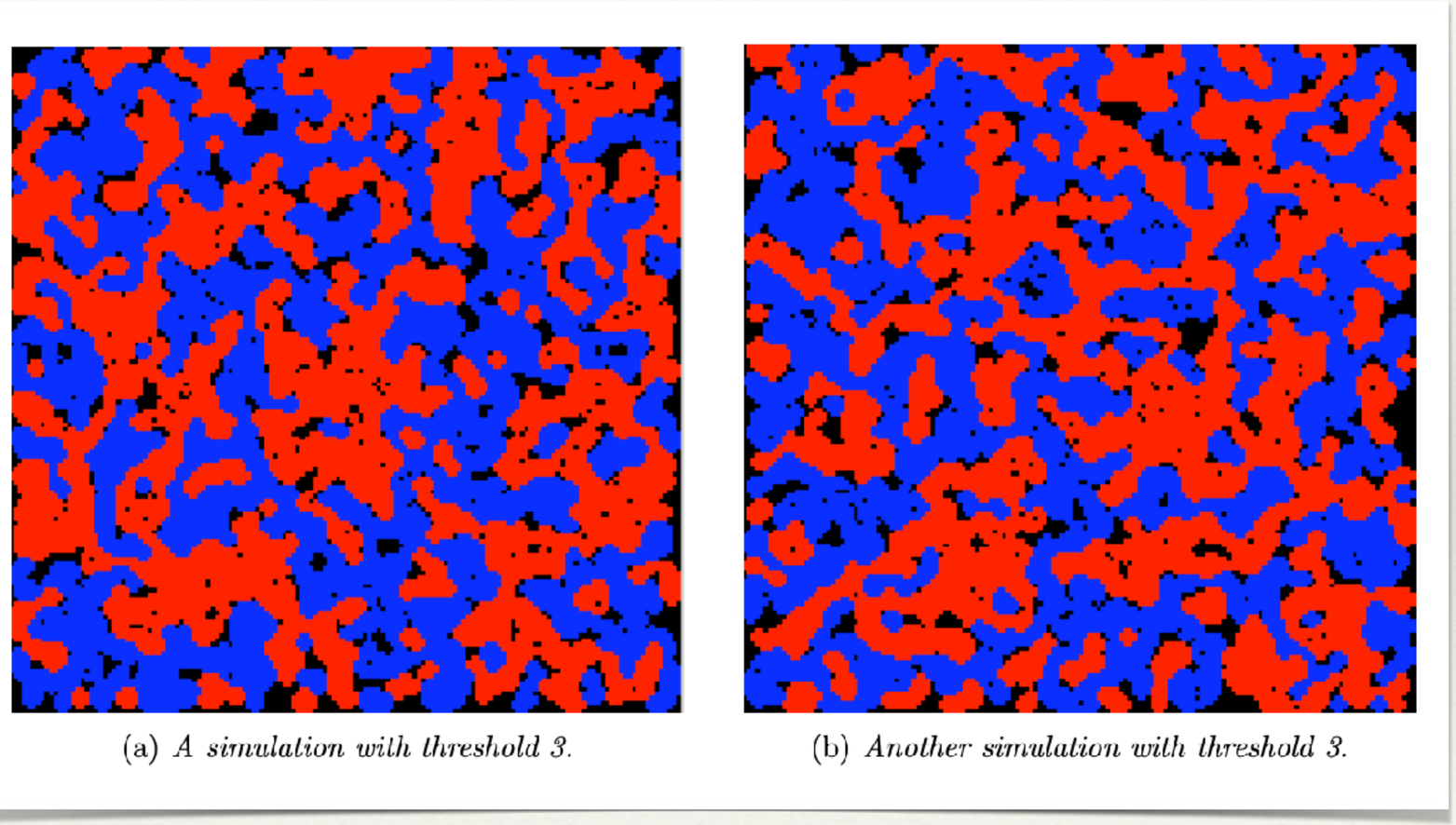


$t = 3$ => :-(

- Each agent wants to have at least t neighbors of their own type
- If an agent find $< t$ neighbors of the same type, then they are **unsatisfied**
- If unsatisfied, they want to **move**

Larger examples

- Computer simulations to look for patterns at larger scale
- We want to run different simulations and make some comparisons
  => integrated pattern?
- on the right: two runs of a simulations of the Schelling model with a threshold *t* of *3*
  - 150x150 grid
  - 10,000 agents



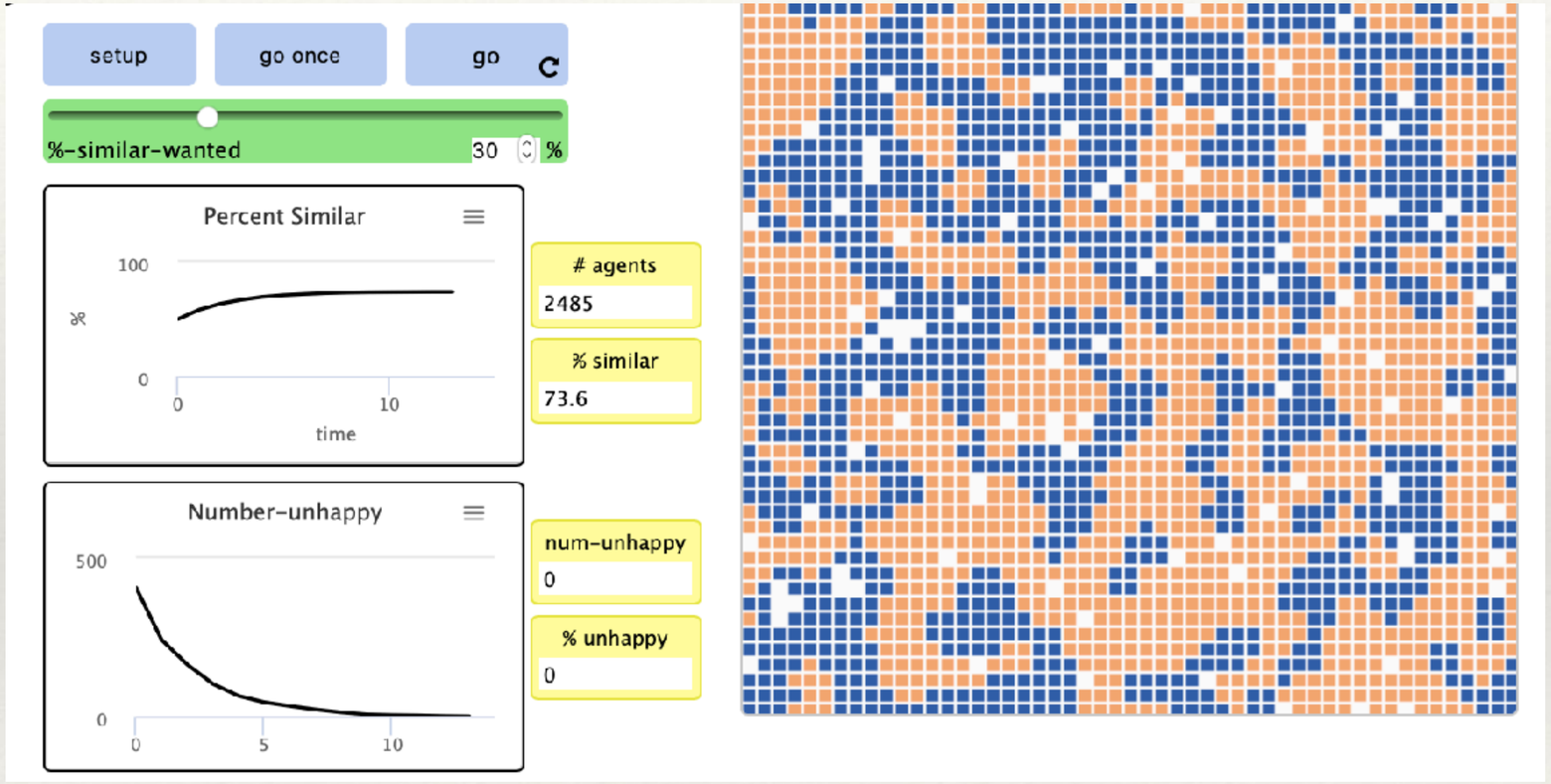
(a) *A simulation with threshold 3.*

(b) *Another simulation with threshold 3.*

Segregation emerges even when agents accept to be a minority!

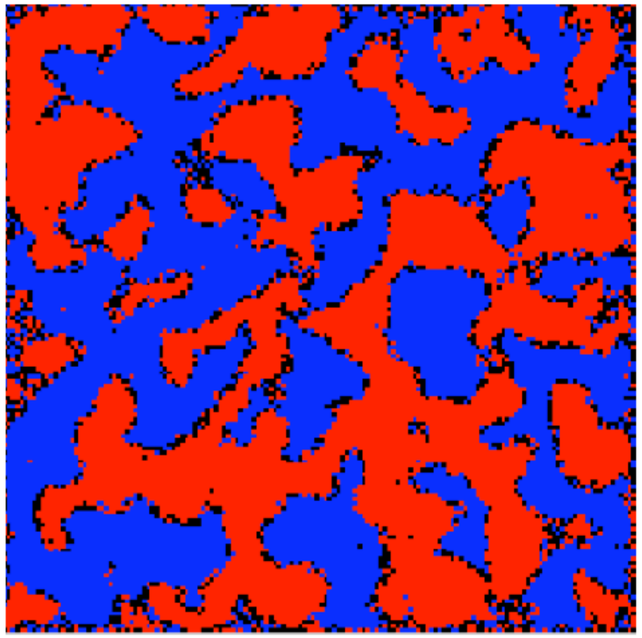
NetLogo

Agent based simulations

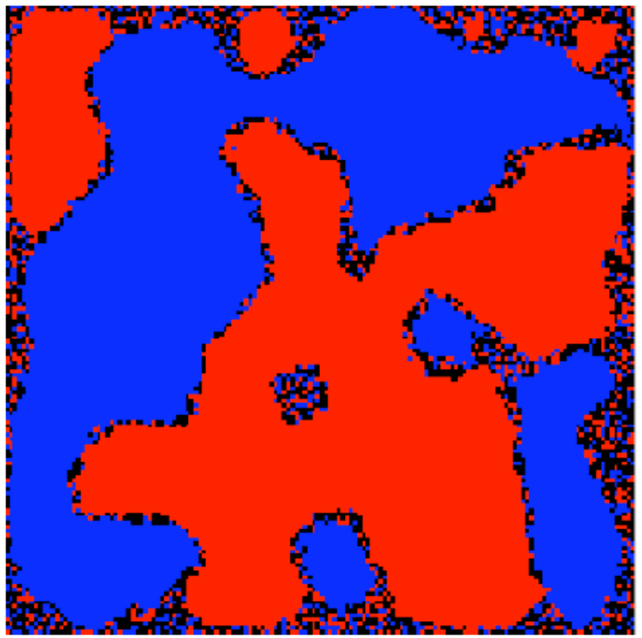


http://www.netlogoweb.org/launch#http://www.netlogoweb.org/assets/modelslib/Sample%20Models/Social%20Science/Segregation.nlogo

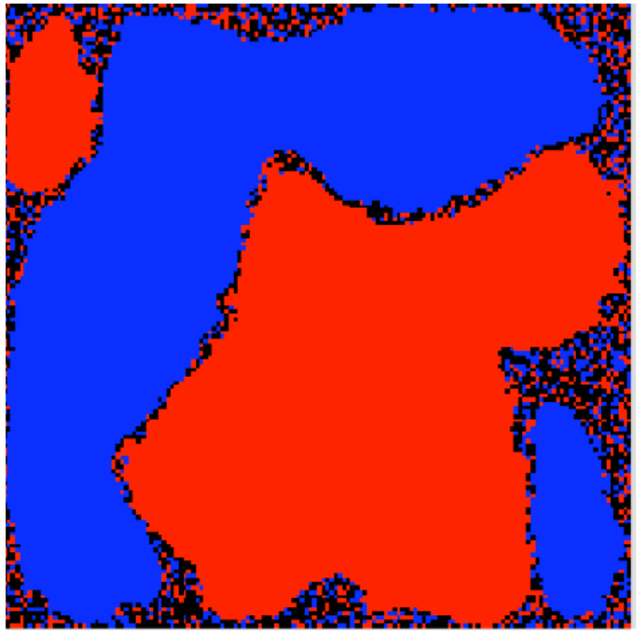
$t > 3 \Rightarrow$



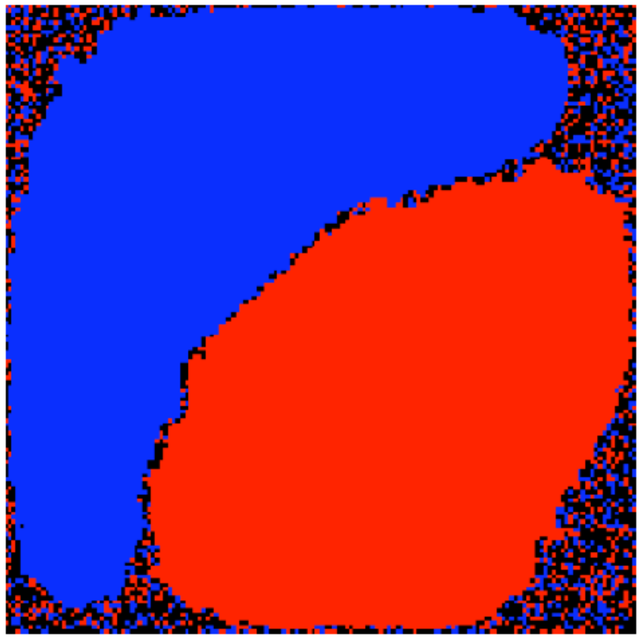
(a) *After 20 steps*



(b) *After 150 steps*



(c) *After 350 steps*



(d) *After 800 steps*

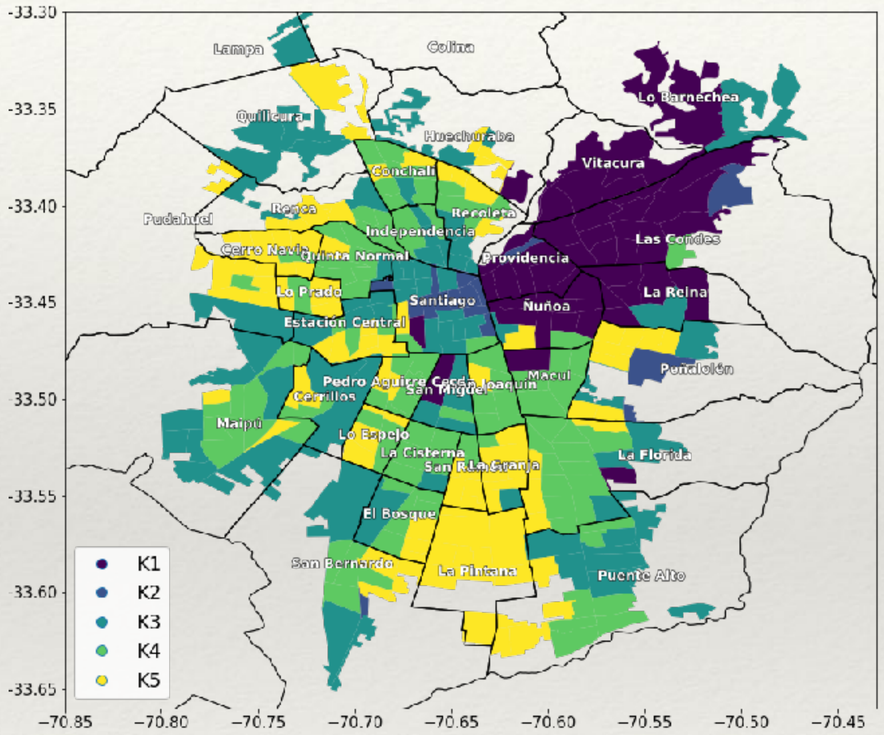
Segregation is (trivially) amplified in an intolerant society

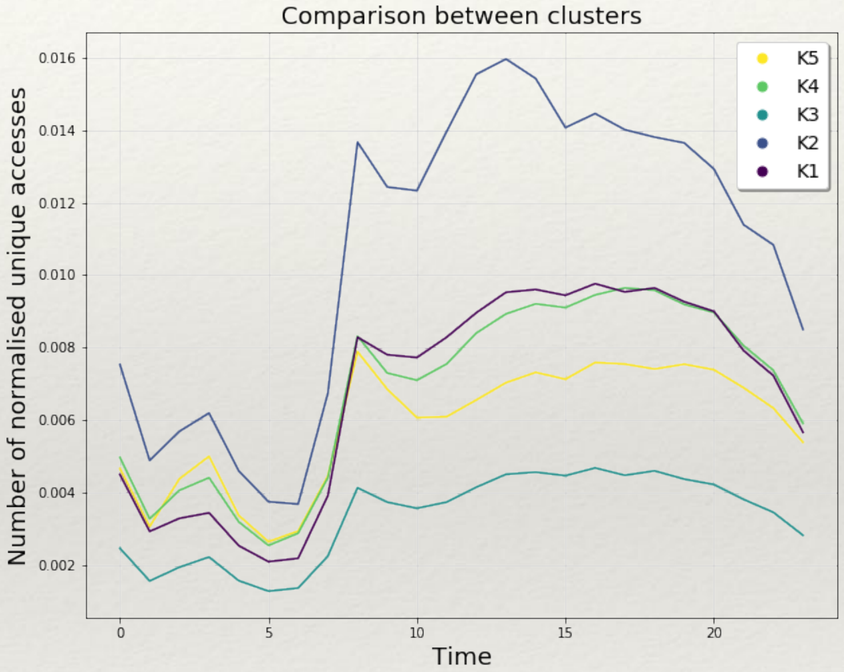
Impacts of segregation

- Examples:
  - on news consumption
  - on outbreaks diffusion

Segregation vs information consumption

Study of geo-located accesses to websites of **news media** revealed strong differences between different “classes” of the population of SCL.





Vilella, S., Paolotti, D., Ruffo, G. and Ferres, L.. News and the city: understanding online press consumption patterns through mobile data. EPJ Data Sci. 9, 10 (2020)

Segregation by age and virus transmission

Crowds take in the the cherry blossoms a
visitors from holding *sakura*-viewing par

COMMENTARY / JAPAN

Why is Japan still a cor

BY OSCAR BOYD

STAFF WRITER

At the time of writing, Japan has just
coronavirus. That's 900 cases record
first person — a man who had travel
have the disease while in a Japanese

In Italy, the first case was recorded t
23. Shortly after, 50,000 people were quarantined in a handful of towns in

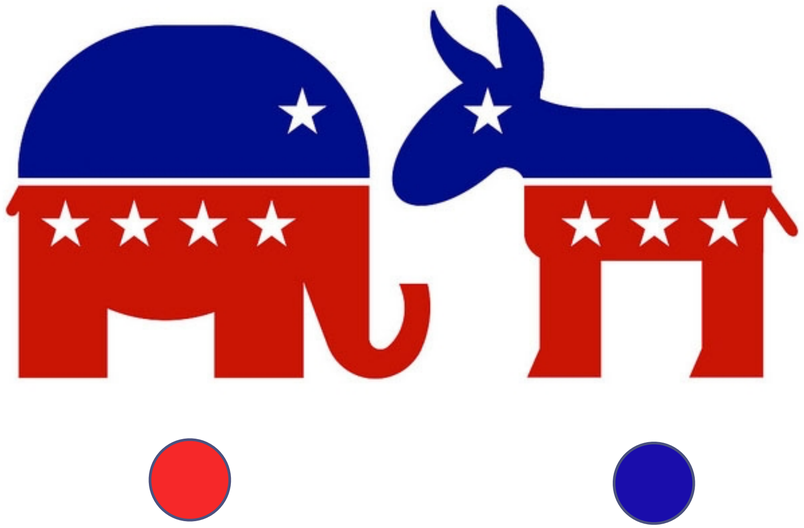
CLICK TO ENLARGE

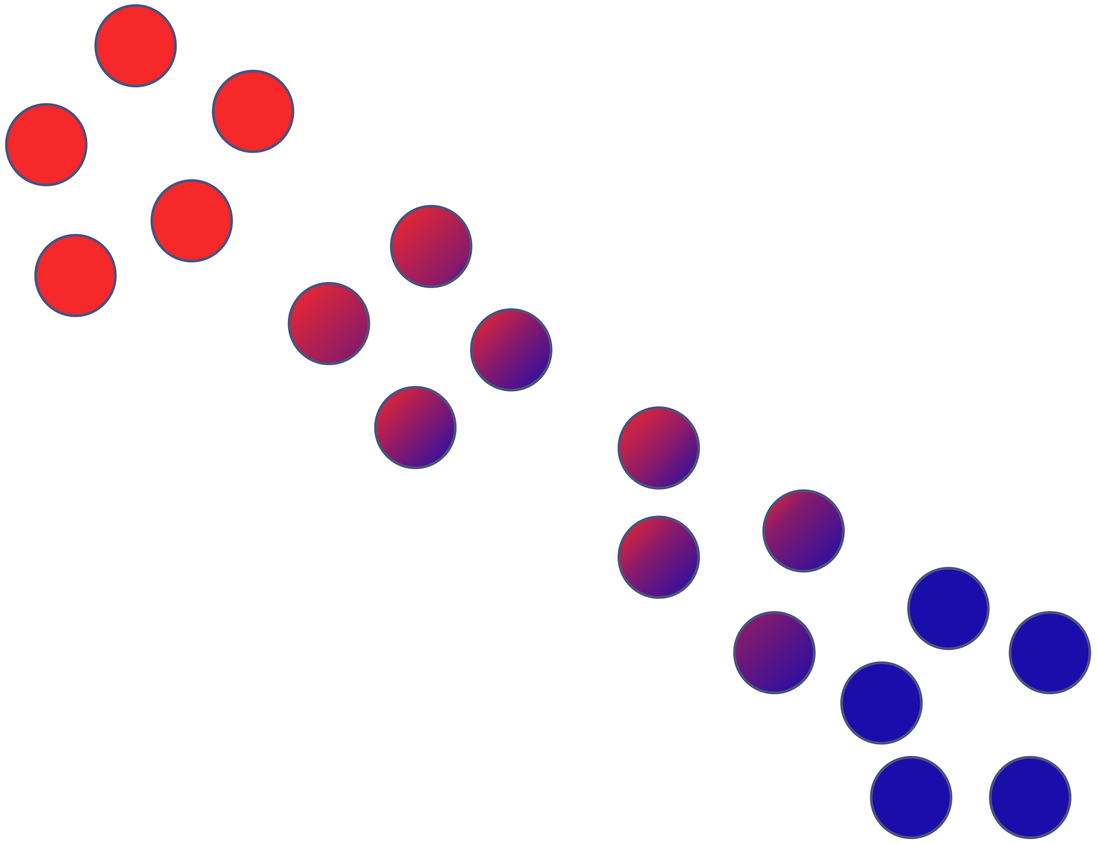
thought: that Japan is
pread in the way it has
ns: relatively less social
to wear masks when
us, already high
e voluntary self-
at Japan is flattening

*"**Polarization** is both a state and a process. Polarization as a **state** refers to the extent to which opinions on an issue are opposed in relation to some theoretical maximum. Polarization as a **process** refers to the increase in such opposition over time."*

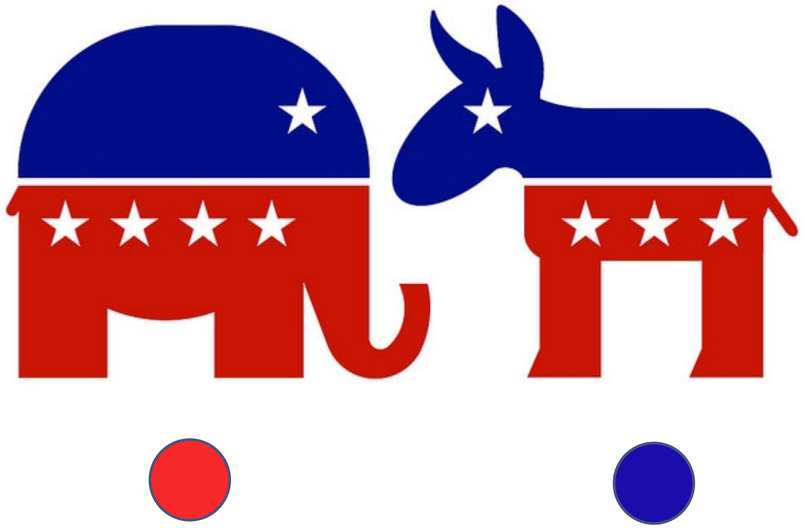
– DiMaggio et. al, American Journal of Sociology, 1996

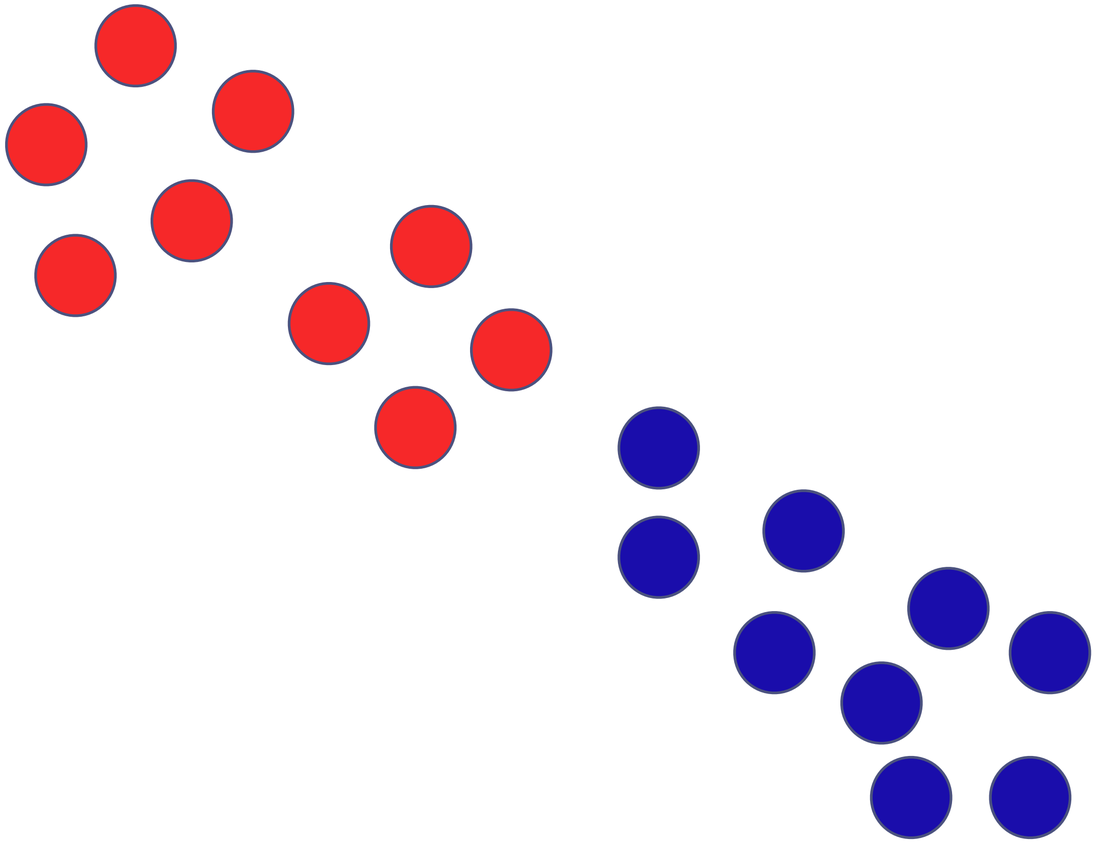
Polarization





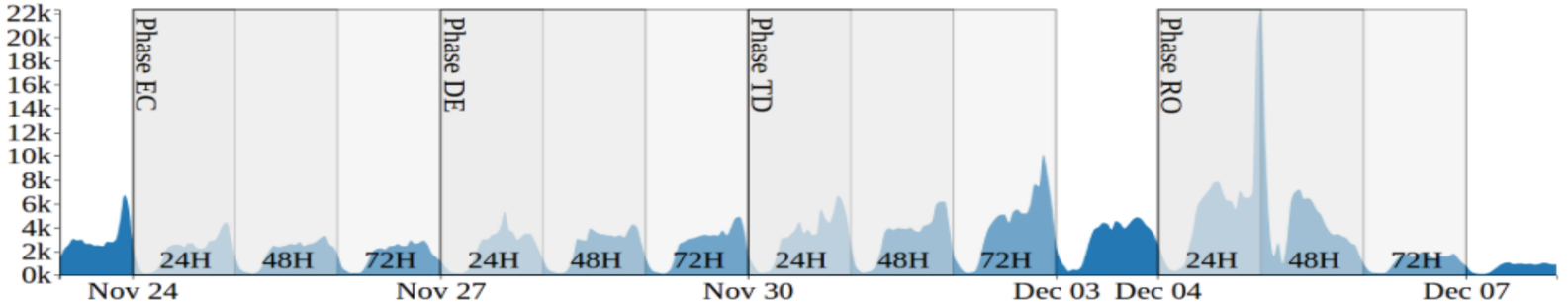
Polarization





Italian 2016 Constitutional Referendum

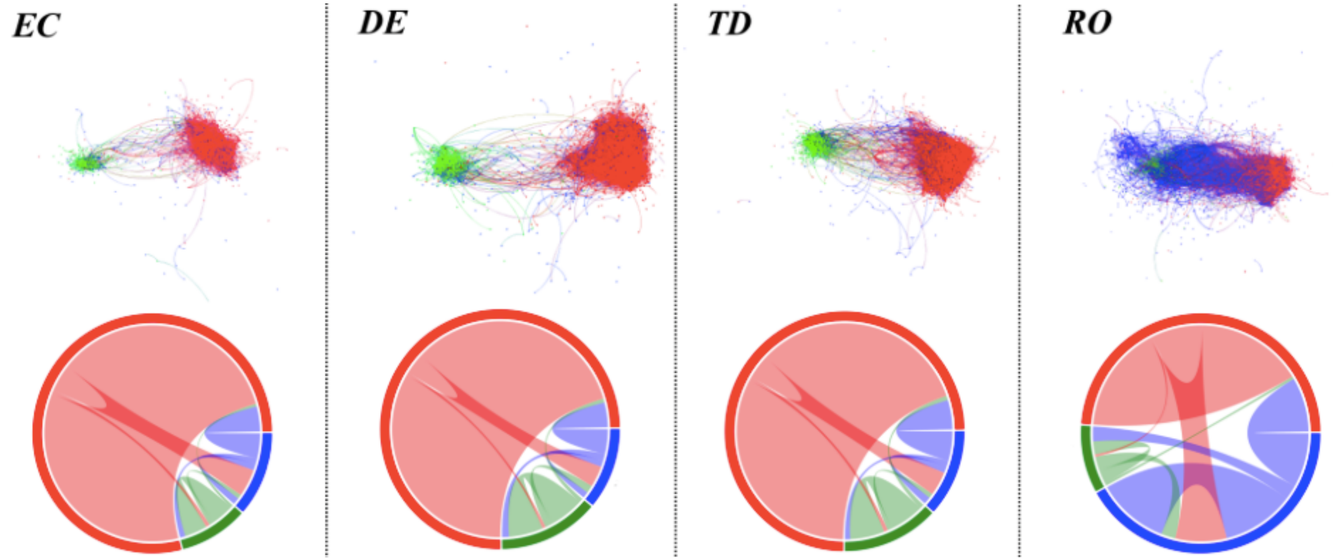
Collected Tweets



stance detected as **AGAINST**

stance detected as **IN FAVOR**

stance detected as **NONE**



Retweet Network

strong signal of **homophily**

M Lai, M Tambuscio, V Patti, P Rosso, G. Ruffo, Stance Polarity in Political Debates: a Diachronic Perspective of Network Homophily and Conversations on Twitter, Data & Knowledge Engineering Journal, online: September 2019

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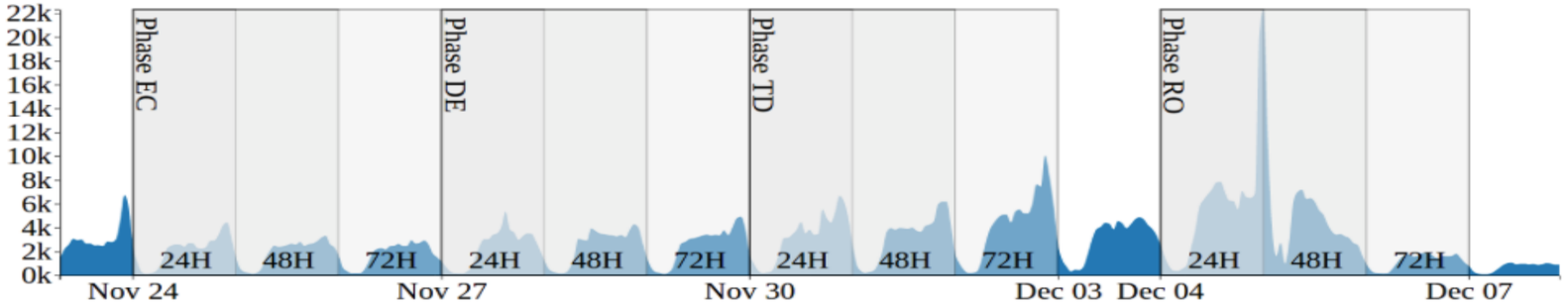

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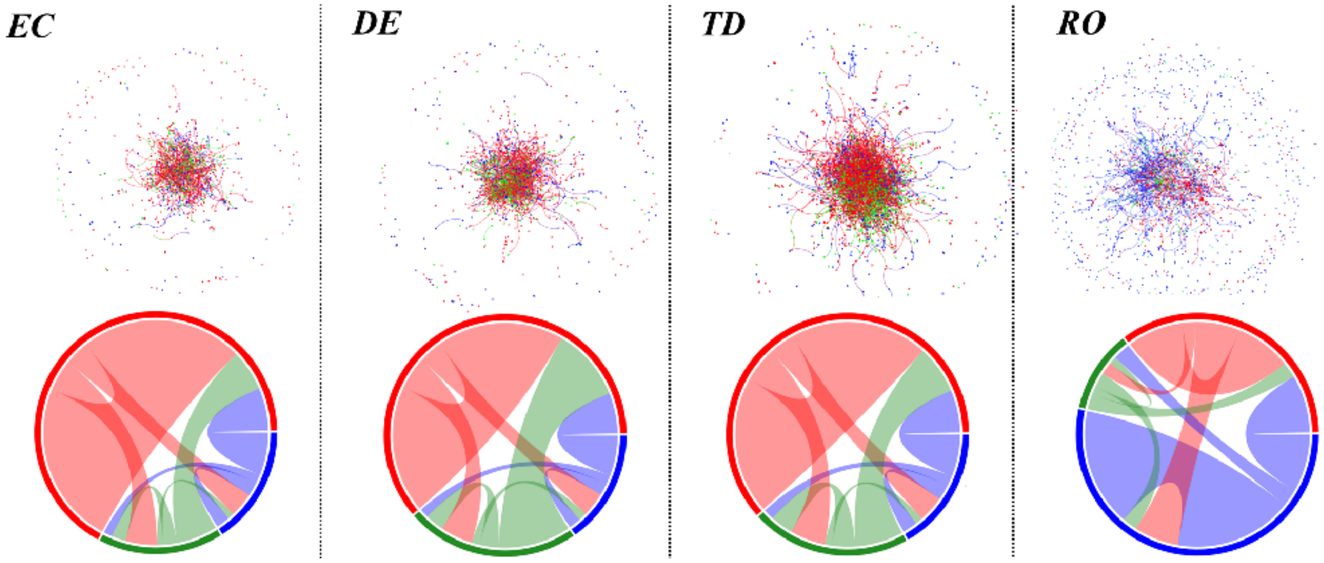


Reply-to Network

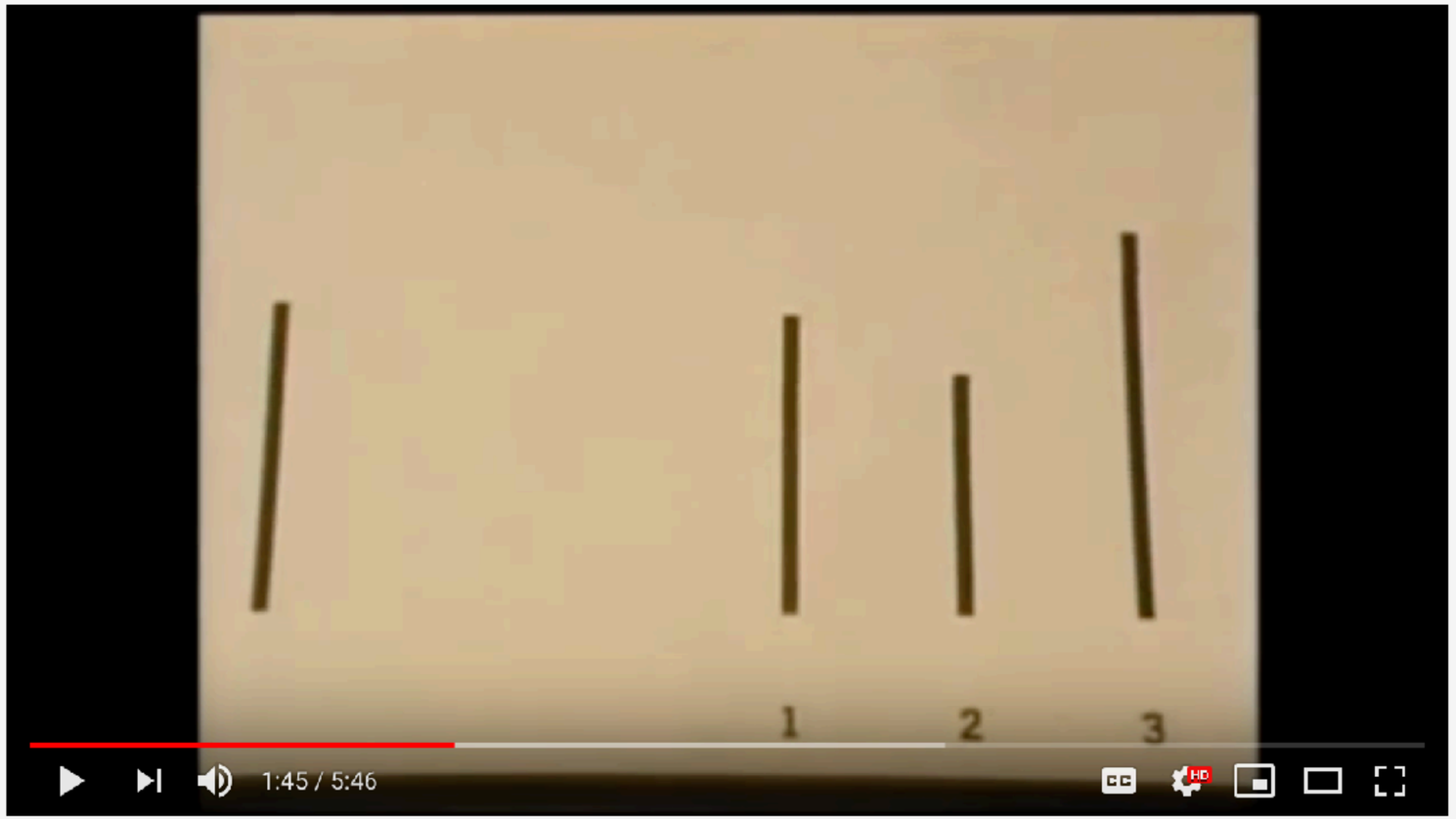
signal of **inverse homophily**

M Lai, M Tambuscio, V Patti, P Rosso, G. Ruffo, Stance Polarity in Political Debates: a Diachronic Perspective of Network Homophily and Conversations on Twitter, Data & Knowledge Engineering Journal, online: September 2019

Issues with studying polarization

- **State**: difficult to detect
  - e.g., NLP based techniques as "*stance detection*" are great, but errors prone
- **Process**: difficult to observe
  - e.g., opinions can mitigate or polarize over time, but people do not necessarily express them
- Polarization by **selection** and by **influence**
  - do I get along with people that share my opinion, or I am influenced by people with whom I get along? or both processes are at interplay?
- "**Social contagion**" is more rational than we may think…

Conformity experiment and group influence



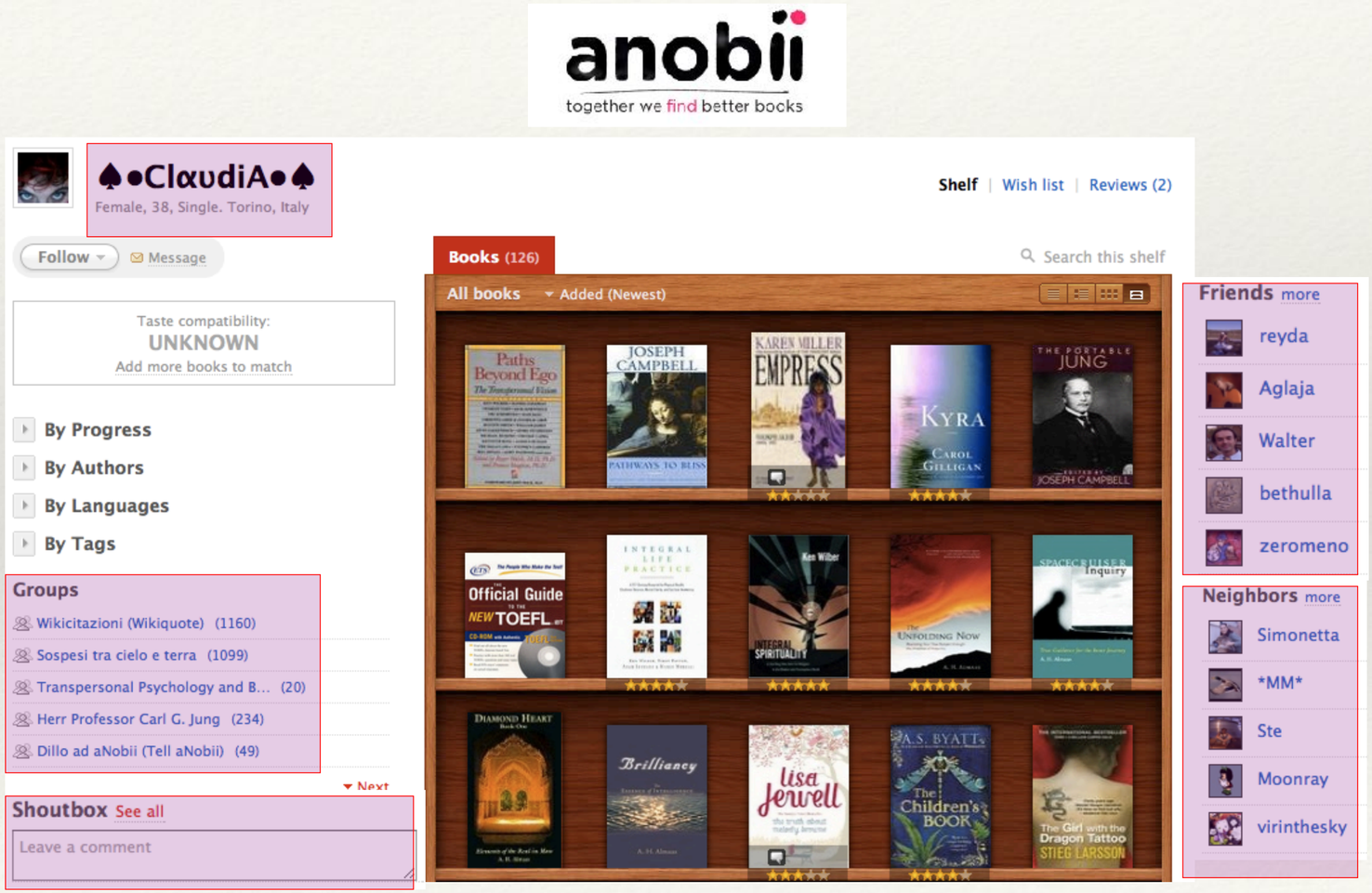
Asch Conformity Experiment

https://www.youtube.com/watch?v=NyDDyT1lDhA

The strange case of Lajello

Analyzing social network with a bot

- Anobii was a social networks for book lovers
- Scraping users' profiles from the Web was admitted
- Users' libraries and their links were collected periodically



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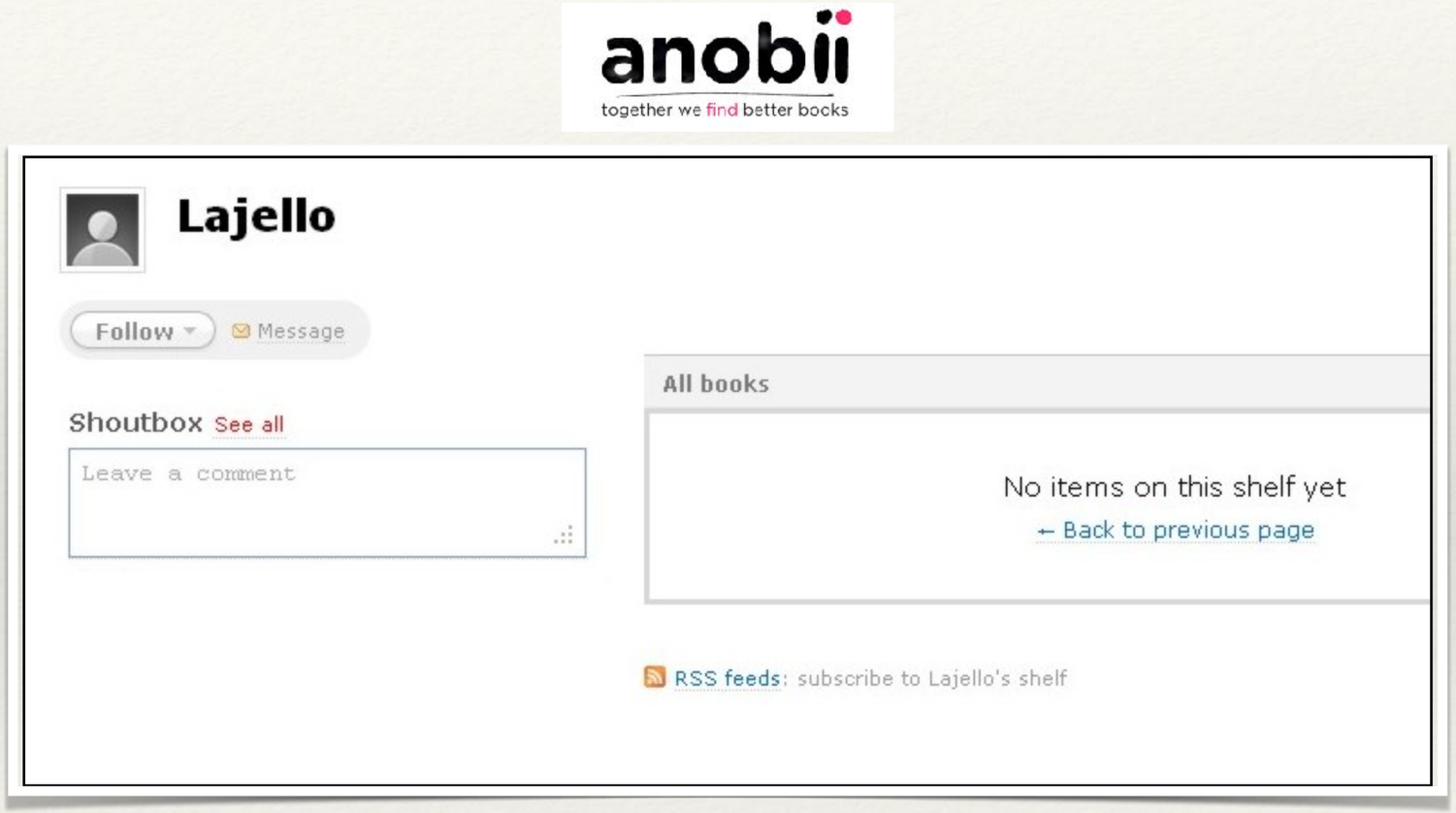
- **The bot "Lajello" used to silently navigate Anobii twice a month for one year**



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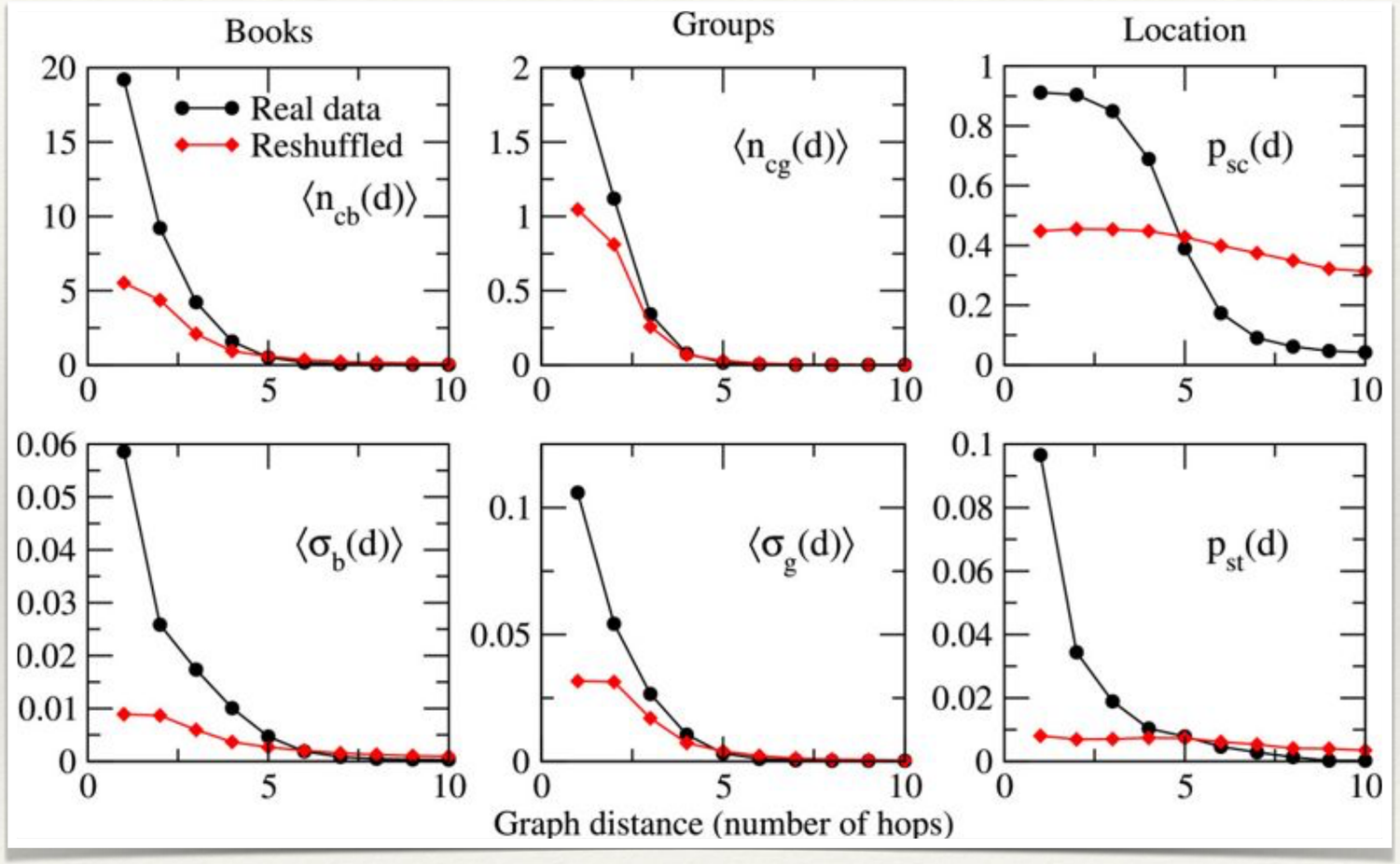
- The bot "Lajello" used to silently navigate Anobii twice a month for one year
- **homophily by selection and by influence analysed**

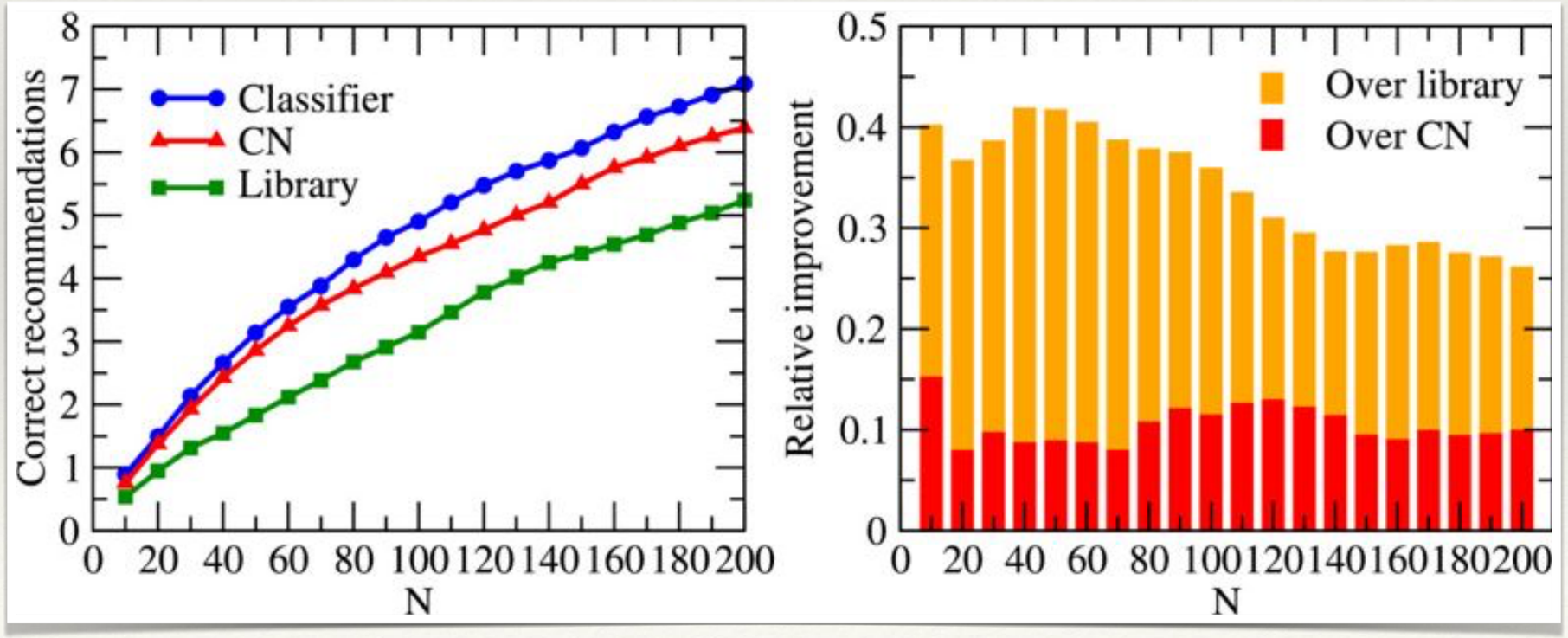


LM Aiello, A Barrat, C Cattuto, G Ruffo, R Schifanella, Link creation and profile alignment in the aNobii social network, 2010 IEEE 2nd Int.. Conf. on Social Computing, 249-256

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

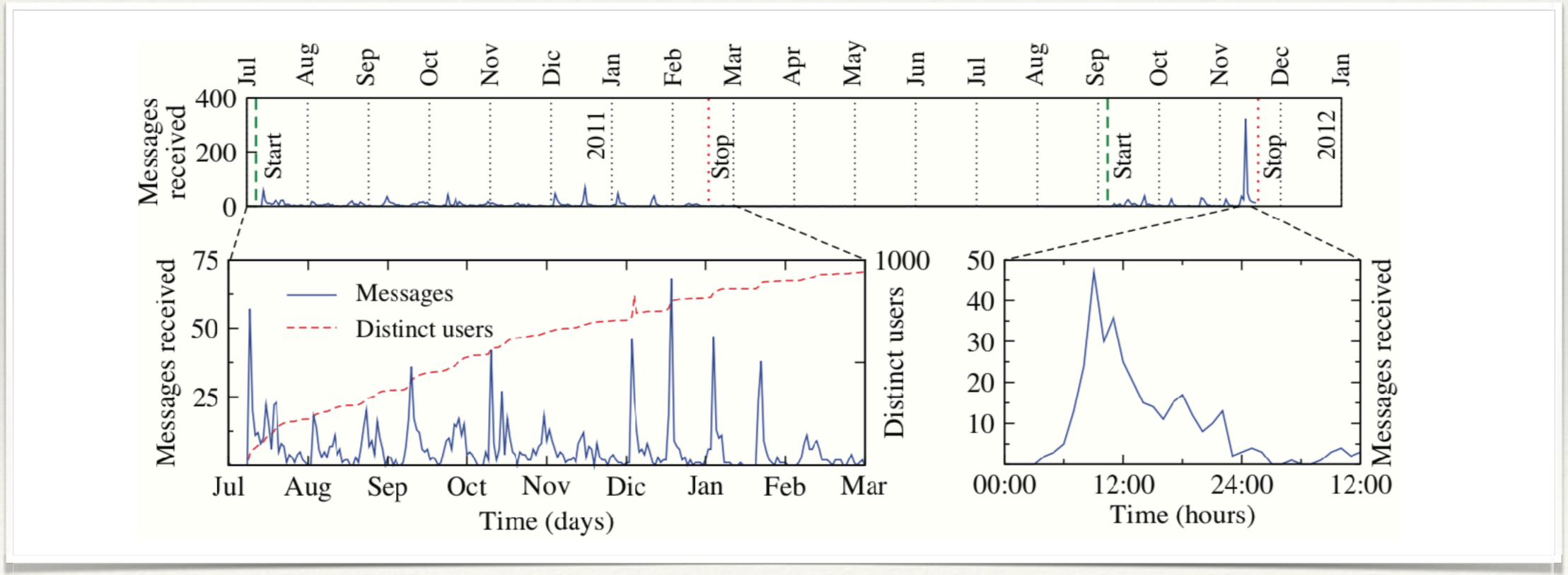
Application: a link recommendation algorithm

- A link recommendation algorithm based on prediction of profile similarities was proposed and tested
- Results showed an improvement w.r.t. the baselines



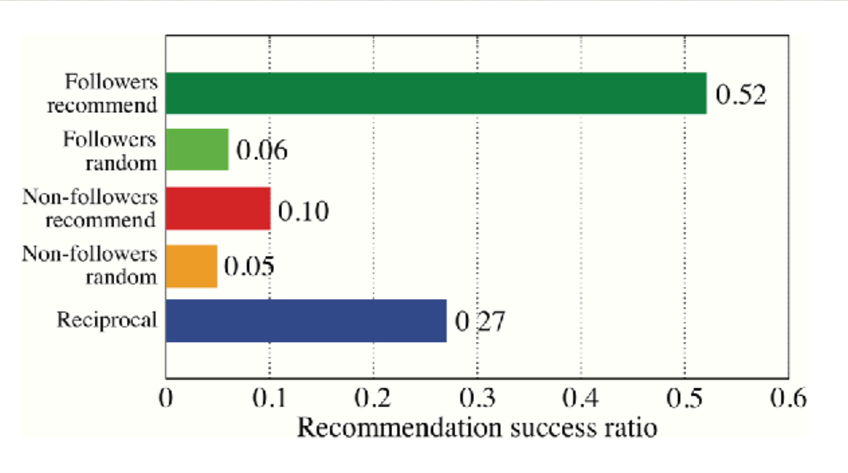
What happened to Lajello?

Lajello, incidentally, became the second most popular user in Anobii in terms of messages from distinct users



Exploiting Lajello popularity

- Lajello started to introduce users to each other according our link recommendation algorithm
- First result: users acceptance of the recommendation skyrocketed if they previously wrote in Lajello's wall



LM Aiello, M. Deplano, R Schifanella, G Ruffo, 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, 2012

Influence of bots

COMMUNICATIONS OF THE ACM

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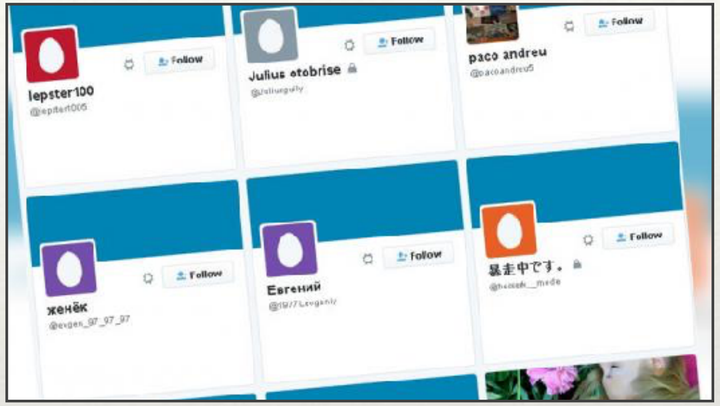
Home / Magazine Archive / July 2016 (Vol. 59, No. 7) / The Rise of Social Bots / Full Text

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

Incidentally, we created an “egg war”

- After our initial experiment, Lajello remained silent for one year and then he “talked”. The recommendations changed the net structure and lajello account was banned after 24 hours. This ignited a “war”
- Two polarized opinions emerged: Anobii users created immediately two thematic groups: “the (not requested) suggestions of Lajello” and “Hands-off Lajello”
- A large portion of users that were contacted by Lajello joined to one of these groups
- We observed a strong interplay between the existing relationships in the social network and the opinion that emerged from the users at the end of the links: “**echo chamber**” effect?

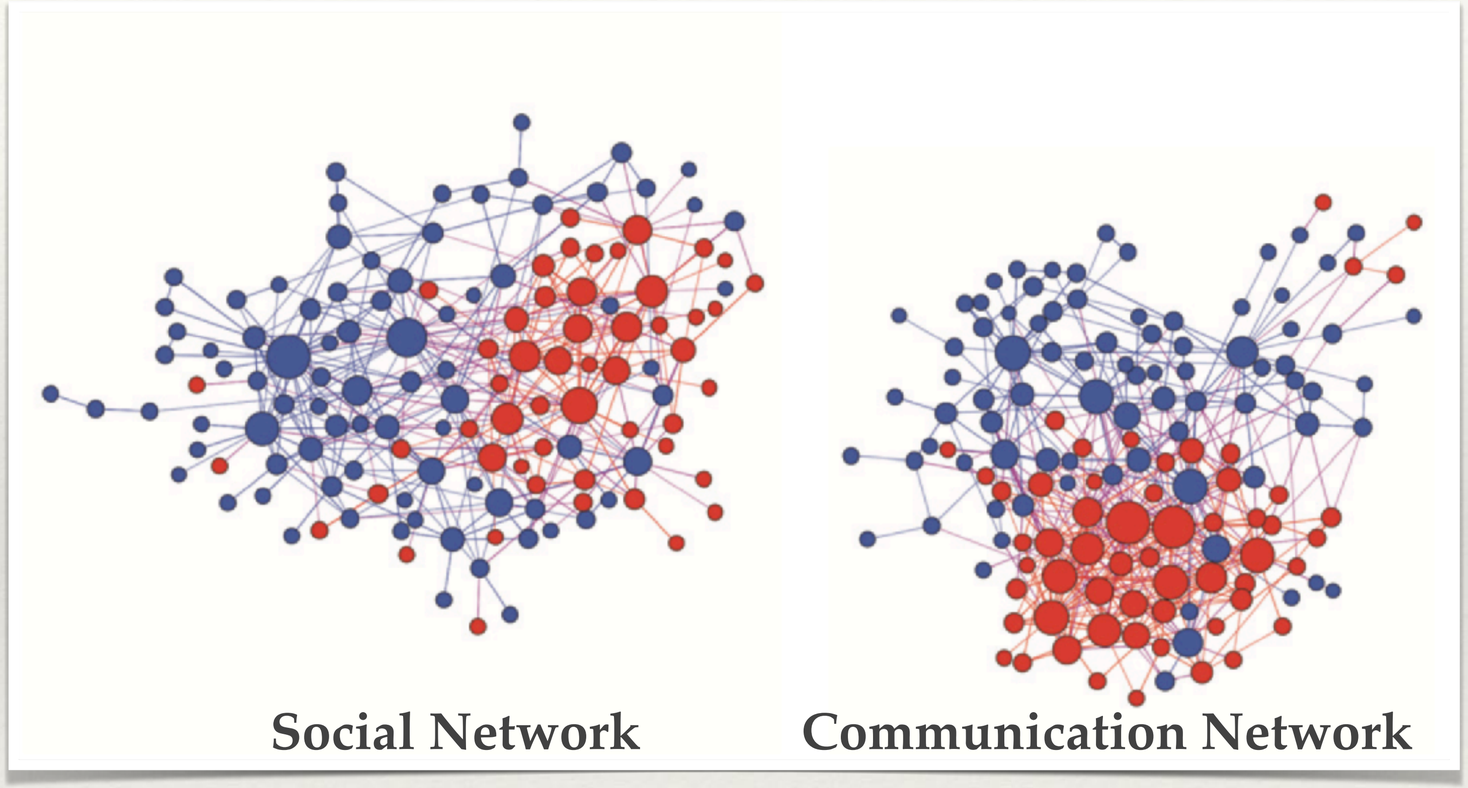
Social polarization and emotional reaction

red dots are lajello **supporters**

blu dots are lajello **haters**

links are existing
social connections
or **direct messages**
(graph is directed)

bigger dots are
users with more links



Automatic network-based community detection algorithm (OSLOM) accurately finds clusters (80% - Social network, 72% - Communication network), confirming a signal of **segregation** between the two groups before link recommendations

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

ahahahhahahaha 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

chapeau!!

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 set

ahahahaahah tu sei un genio!!

Le tue visite cominciano ad essere inquietanti....

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

Lessons learned and observations

- Handle **experiments in social media** with care :)
- A simple **spambot can take power** in a social network
- A seed of **polarization** found in pre-existing network **structure**
- … also the structure changed after our experiment was run!
- What if the real identity and motivations of Lajello were fact-checked?

Modeling the spread of misinformation

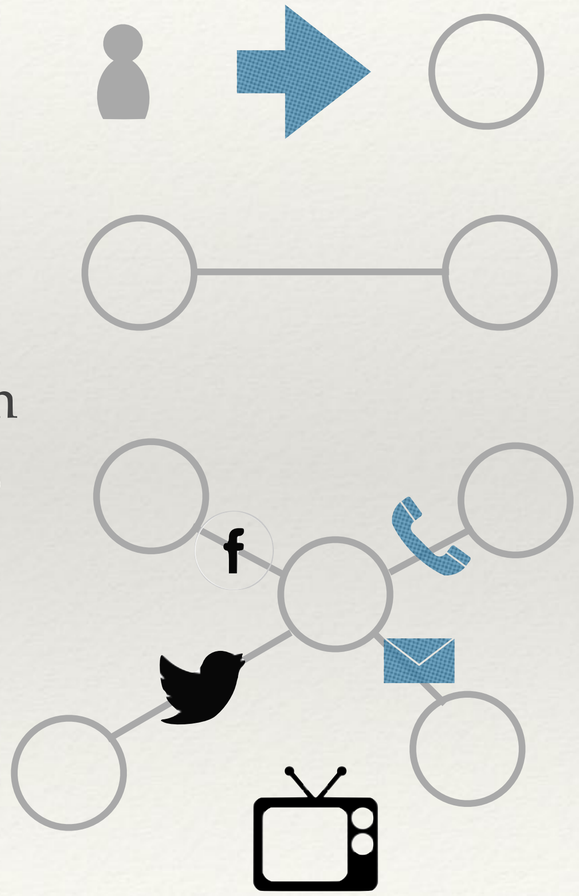
Questions

- Is fact-checking effective against the diffusion of fake-news?

- Do “echo-chambers” play a role as inhibitors or facilitators of fake-news spreading?

Networks and their context

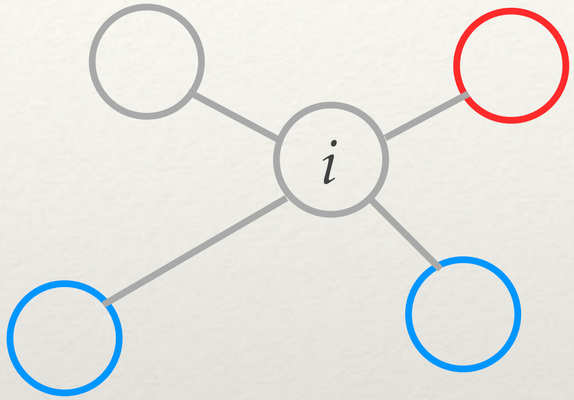
- nodes are **actors** involved in a **generic** social network (no assumption is given)
- links are **social relationships**
- nodes can be exposed to news from both **internal and external sources** and via different communication devices



- **network topologies** can be created artificially or built from real data
- The **news is factually false** (can be debunked or someone else has already debunked it)
- We need a **model** for predictions and what-if analysis; data for validation and tuning only

Node states in the SBFC model

- Susceptible
- Believer
- Fact-Checker

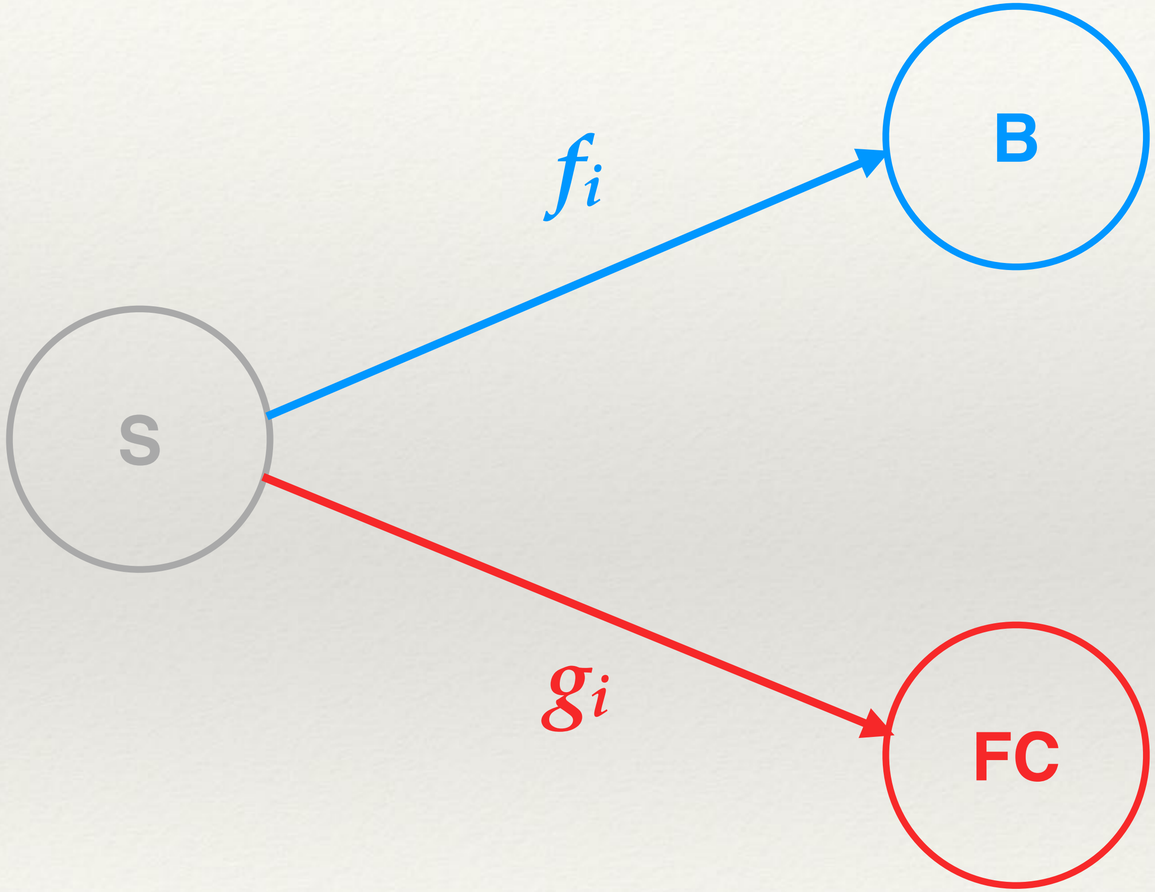


neighbors of i: n_i

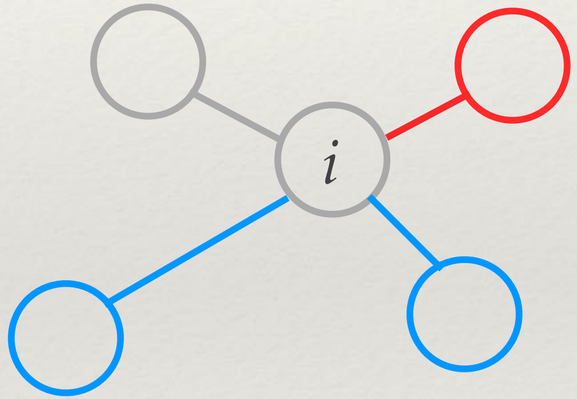
credibility of the hoax: α

spreading rate: β

From Susceptible to Believer/Fact-Checker



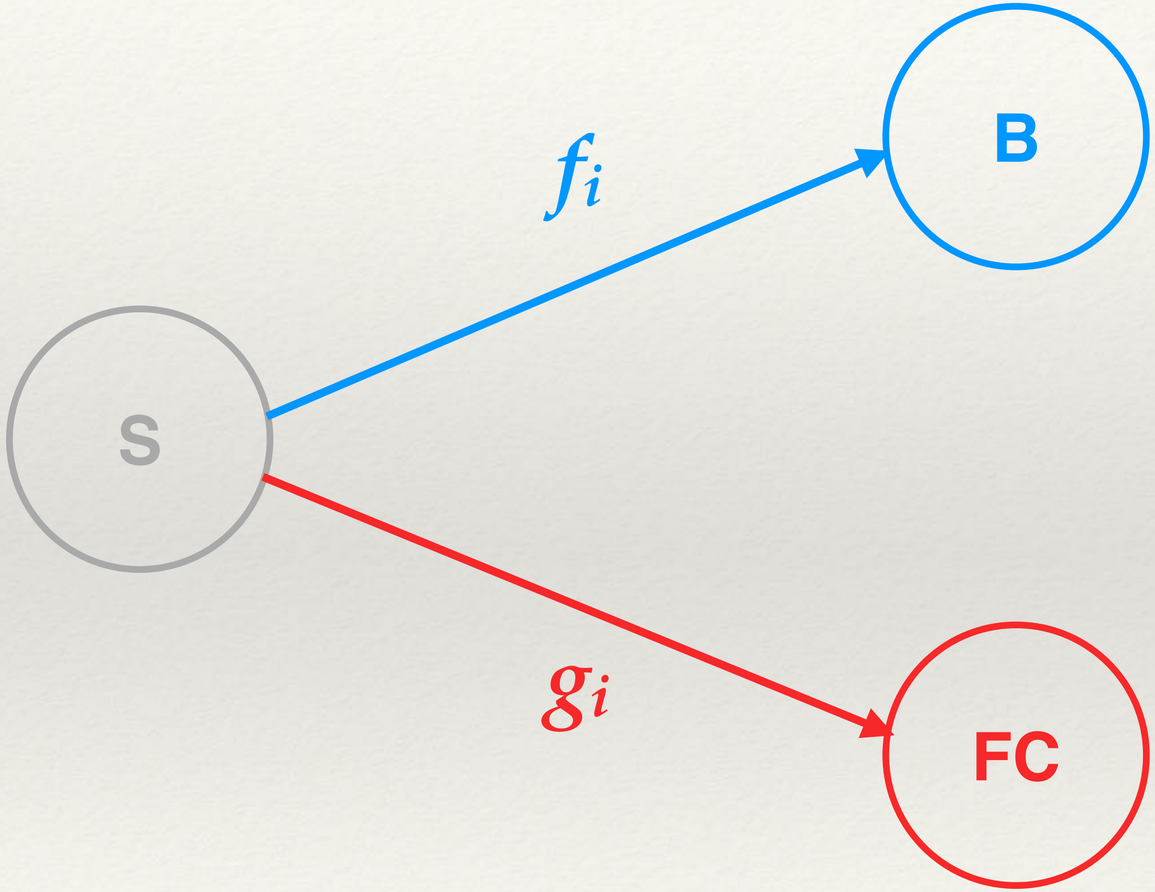
$$f_i(t) = \beta \frac{n_i^B(t)(1+\alpha)}{n_i^B(t)(1+\alpha) + n_i^F(t)(1-\alpha)}$$



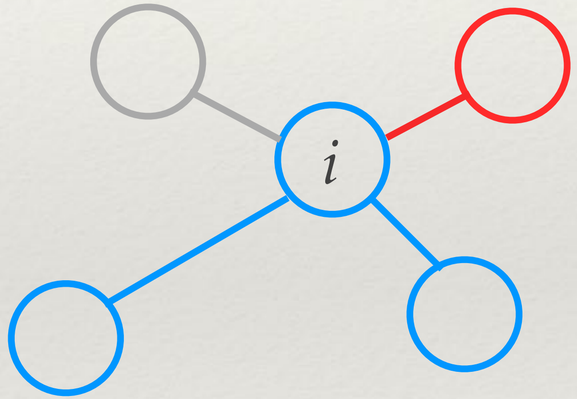
time t

$$g_i(t) = \beta \frac{n_i^F(t)(1-\alpha)}{n_i^B(t)(1+\alpha) + n_i^F(t)(1-\alpha)}$$

From Susceptible to Believer/Fact-Checker



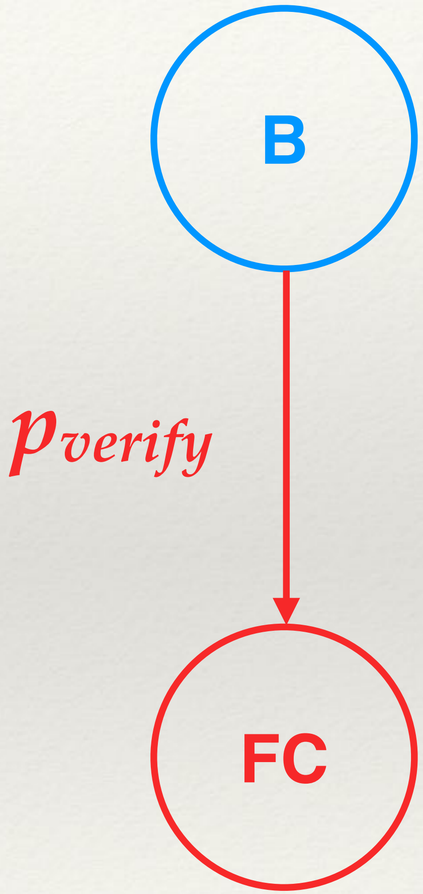
$$f_i(t) = \beta \frac{n_i^B(t)(1+\alpha)}{n_i^B(t)(1+\alpha) + n_i^F(t)(1-\alpha)}$$



time t+1

$$g_i(t) = \beta \frac{n_i^F(t)(1-\alpha)}{n_i^B(t)(1+\alpha) + n_i^F(t)(1-\alpha)}$$

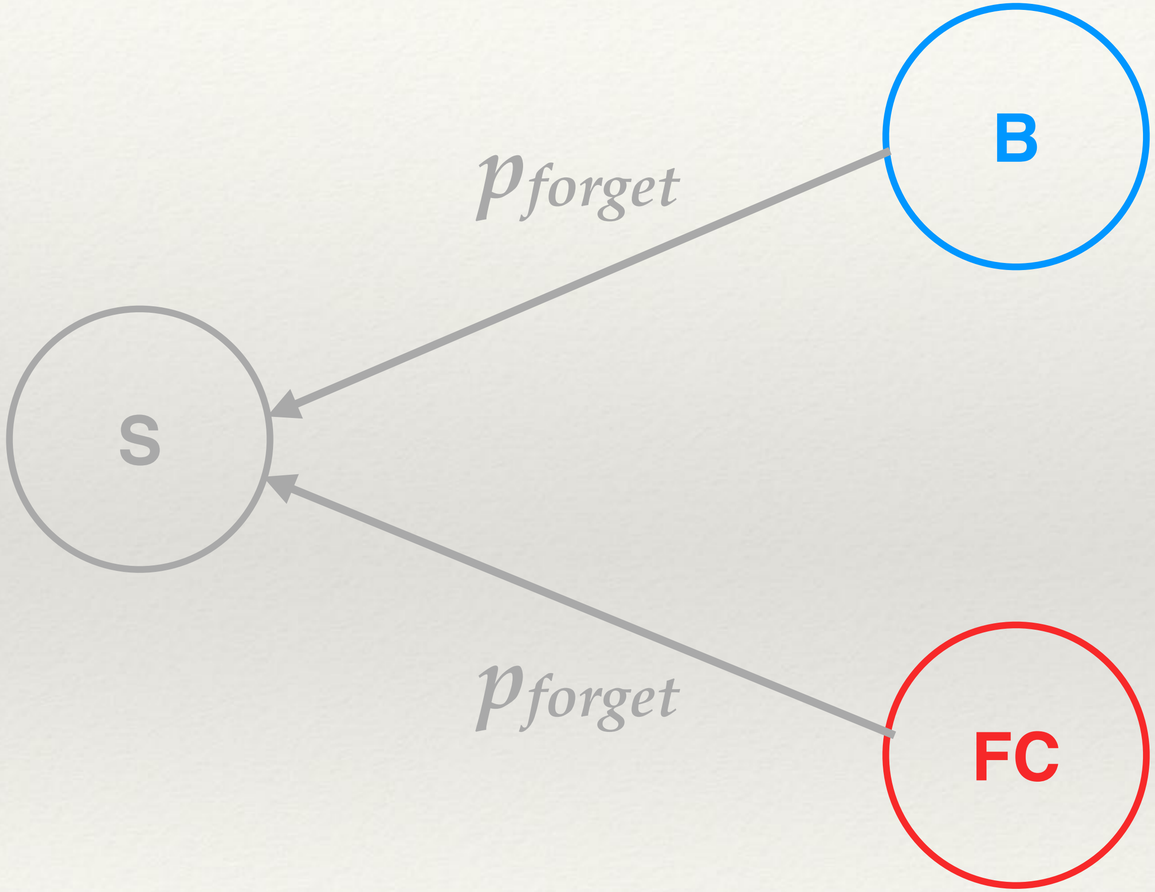
From Believer to Fact-Checker



VERIFYING

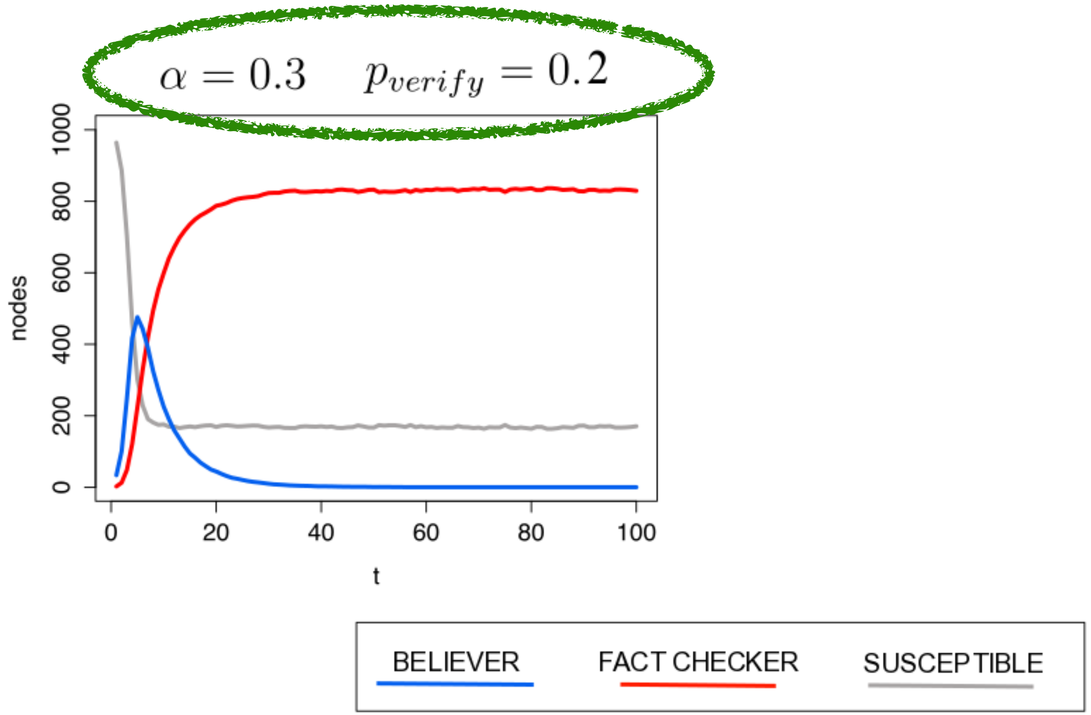
probability of fact-checking (or just deciding not to believe)

From Believer/Fact-Checker to Susceptible

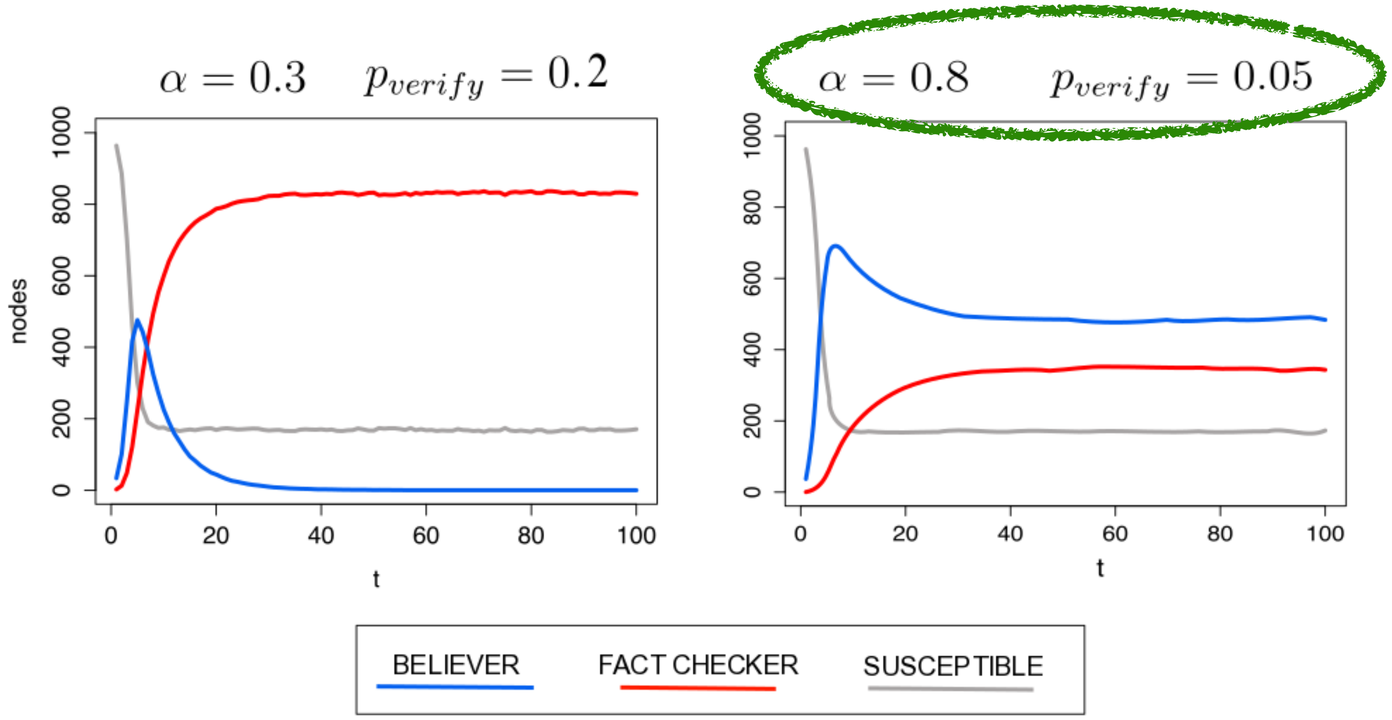


FORGETTING

Dynamics (agent-based simulations)



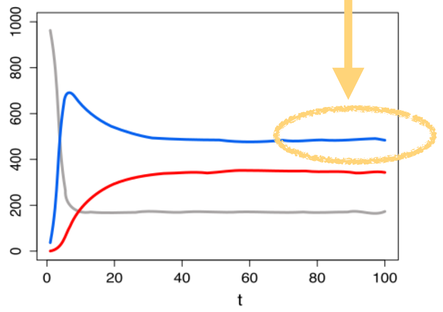
Dynamics (agent-based simulations)

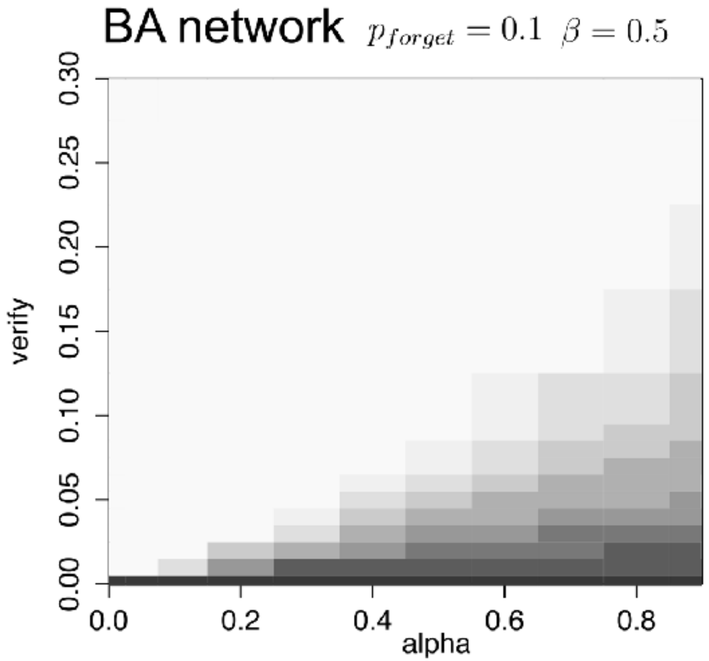


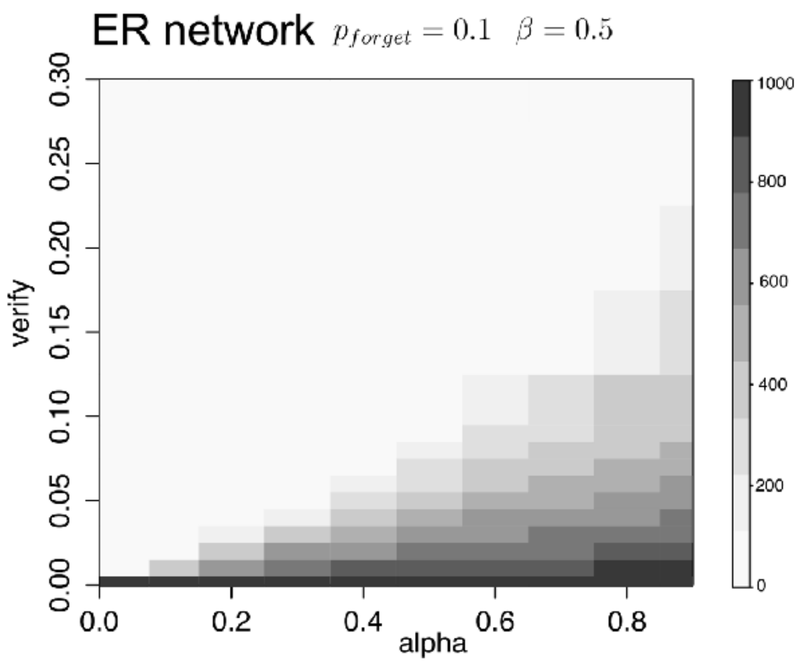
hoax **credibility** and **fact-checking probability** rule hoax persistence in the network

Dynamics (agent-based simulations)

number of 'believers' at the equilibrium







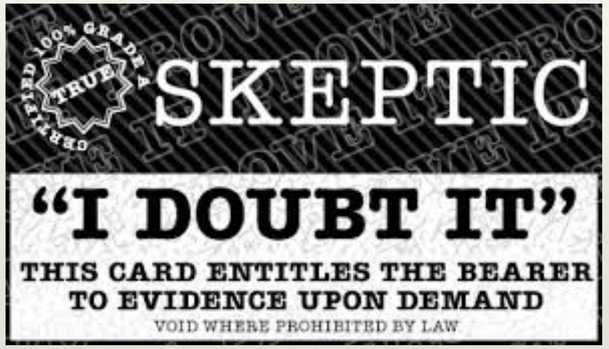
First step toward "good practices" understanding

threshold on verifying probability: our model provides an idea of how many believers we need to convince to guarantee the removal of the hoax

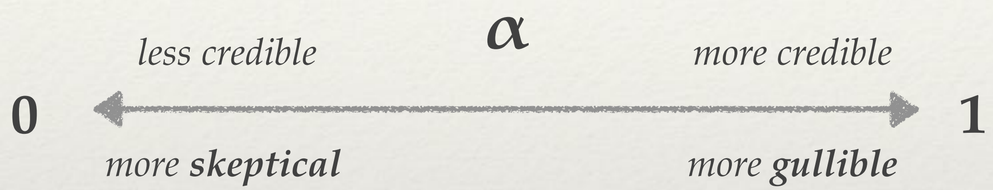
M Tambuscio, G Ruffo, A Flammini, and F Menczer. 2015. Fact-checking Effect on Viral Hoaxes: A Model of Misinformation Spread in Social Networks. In Proc. of the 24th Int. Conf. on World Wide Web (WWW '15 Companion)

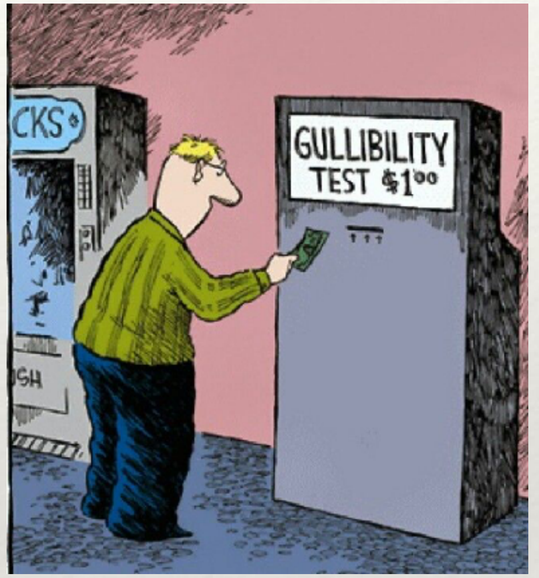
The role of segregation

Skeptical and gullible agents



let's tune **credibility** accordingly





the propensity to believe is also a property of the node (**gullibility**)

What does it happen when skeptics and gullible agents are segregated?

Modeling two segregated communities

Skeptic

α small

size $(0 < \gamma < N)$

 # nodes in the gullible community

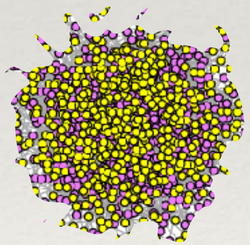
segregation $(0.5 < s < 1)$

fraction of edges within same community

[Gu-Gu, Sk-Sk]

Gullible

α large

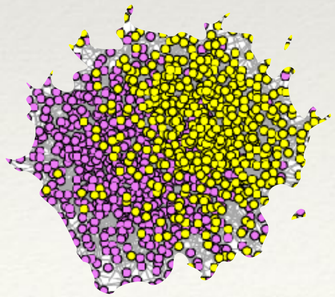


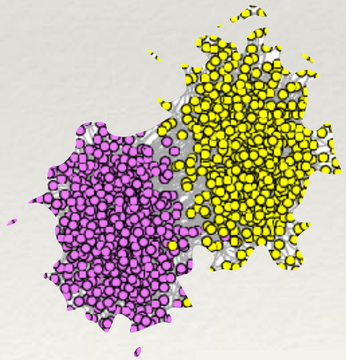
s=0.55

γ=500

s=0.8

γ=500

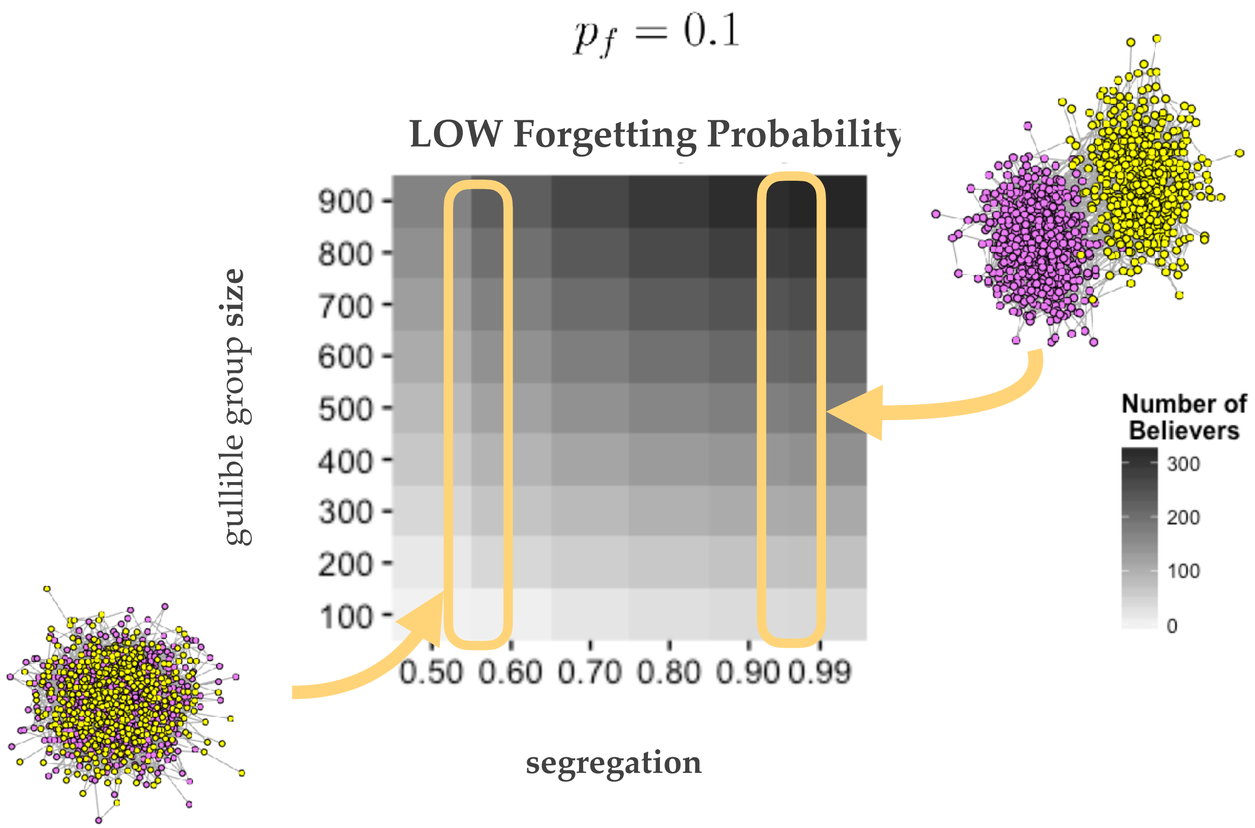




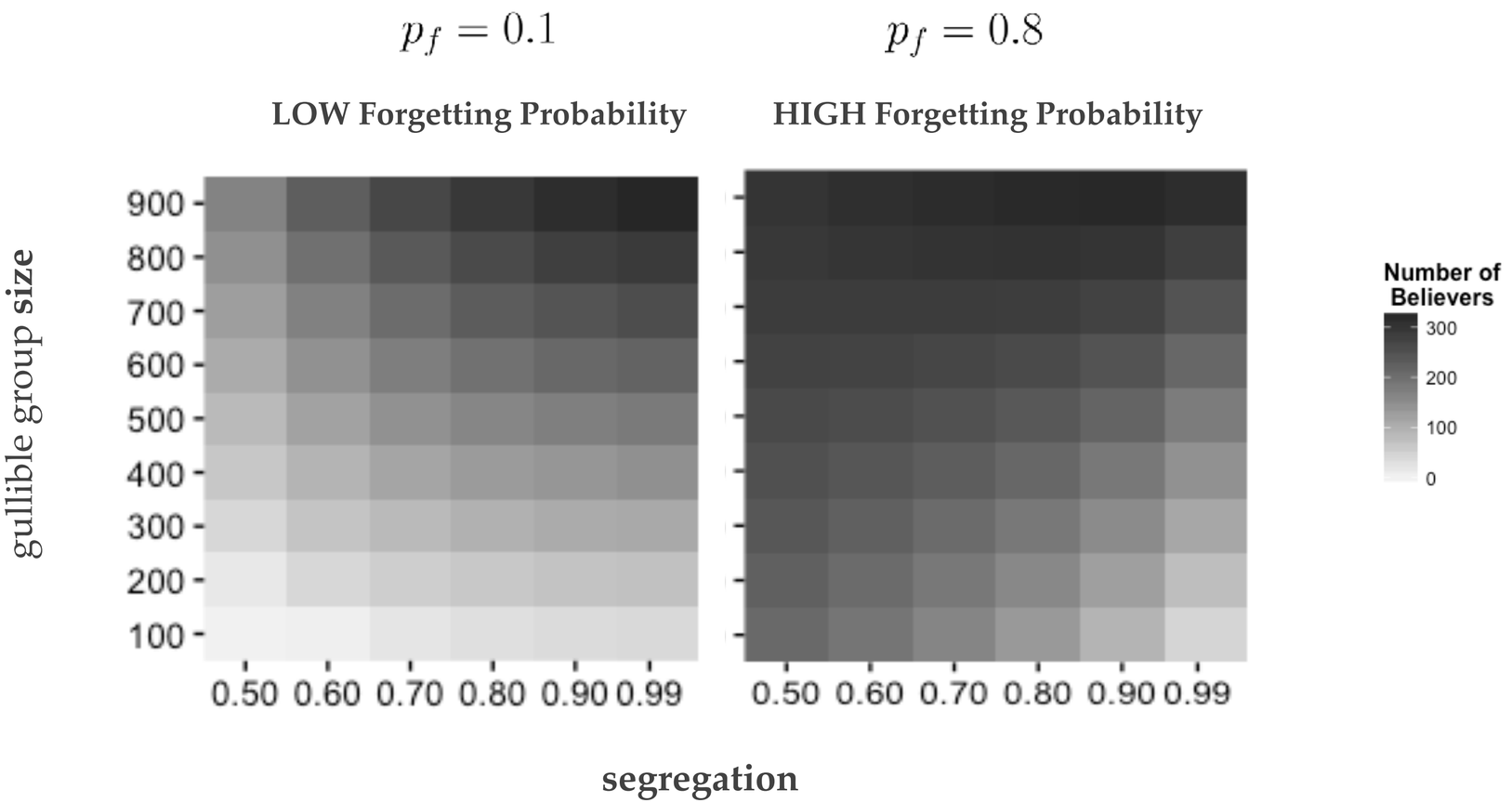
s=0.95

γ=500

Size vs segregation



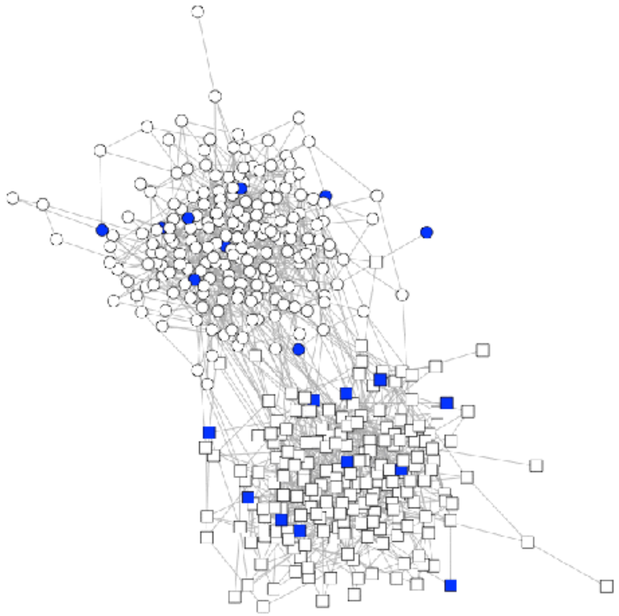
Size vs segregation



Role of forgetting

LOW Forgetting Rate

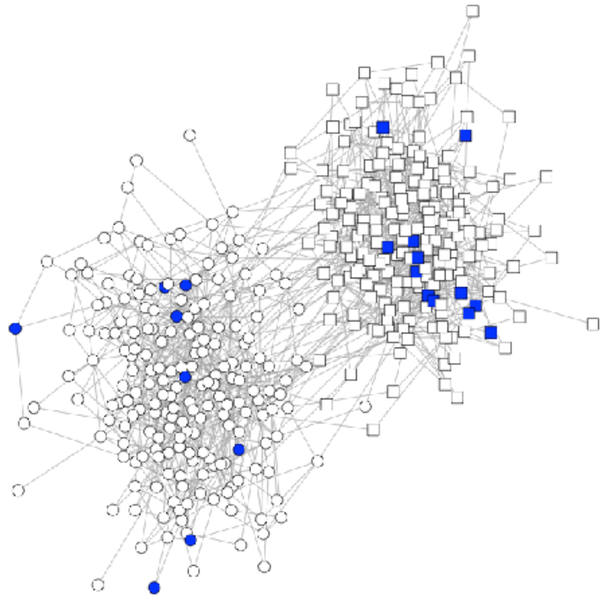
$p_f = 0.1$



Time = 1

HIGH Forgetting Rate

$p_f = 0.8$



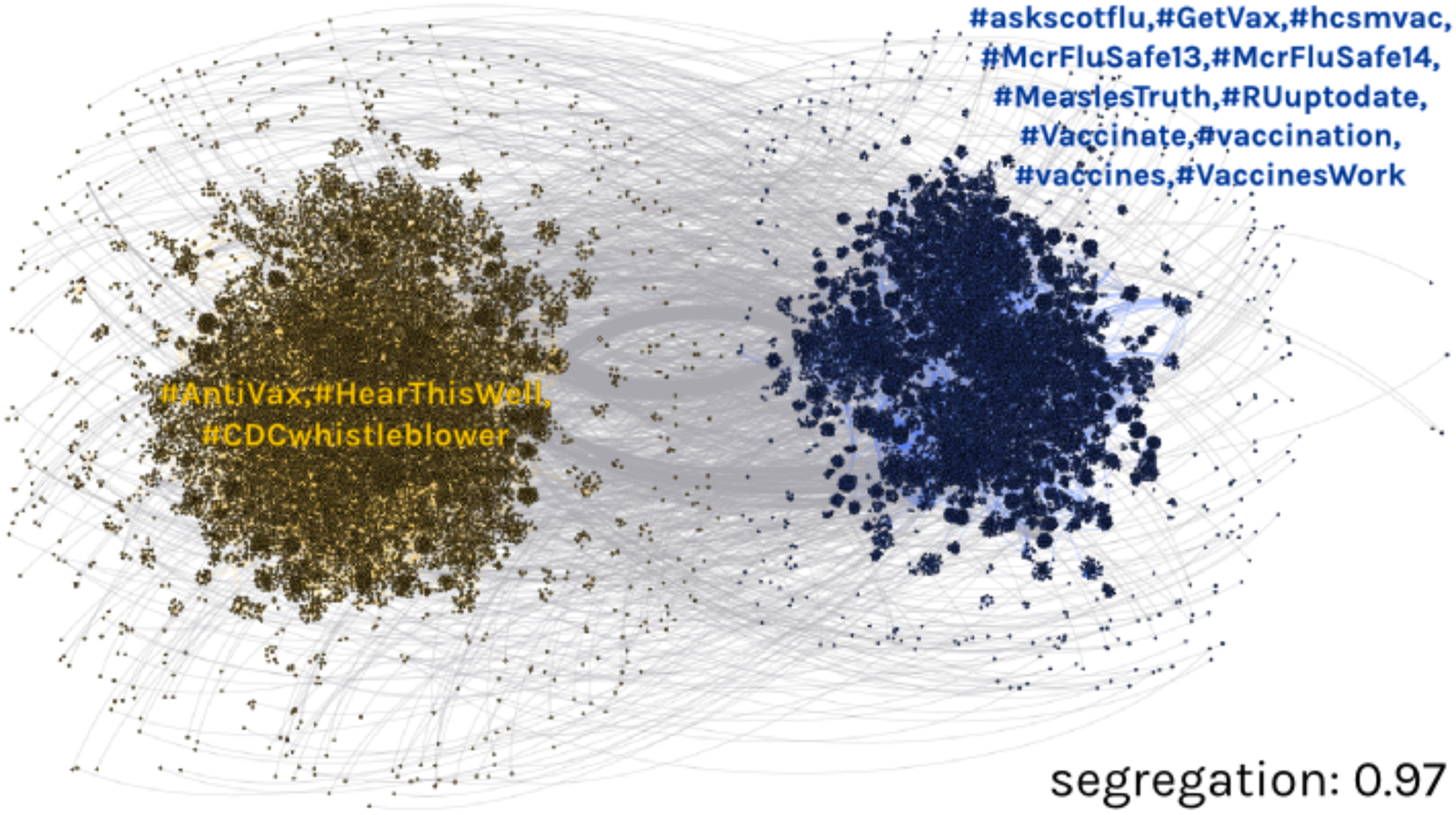
Time = 1

Lessons learned and observations

- We can use our model to study the fake-news diffusion process in **segregated community**
- **Complex contagion** is observed: interplay and not trivial outcomes
- **Forgetting** probability becomes relevant as well as the **level of segregation:**
  - **high forgetting** probability (e.g., just `normal' unfounded gossip) vanishes soon in **segregated communities**
  - **low forgetting** probability (e.g., conspiracy theories or partisanship beliefs) requires **low segregation**

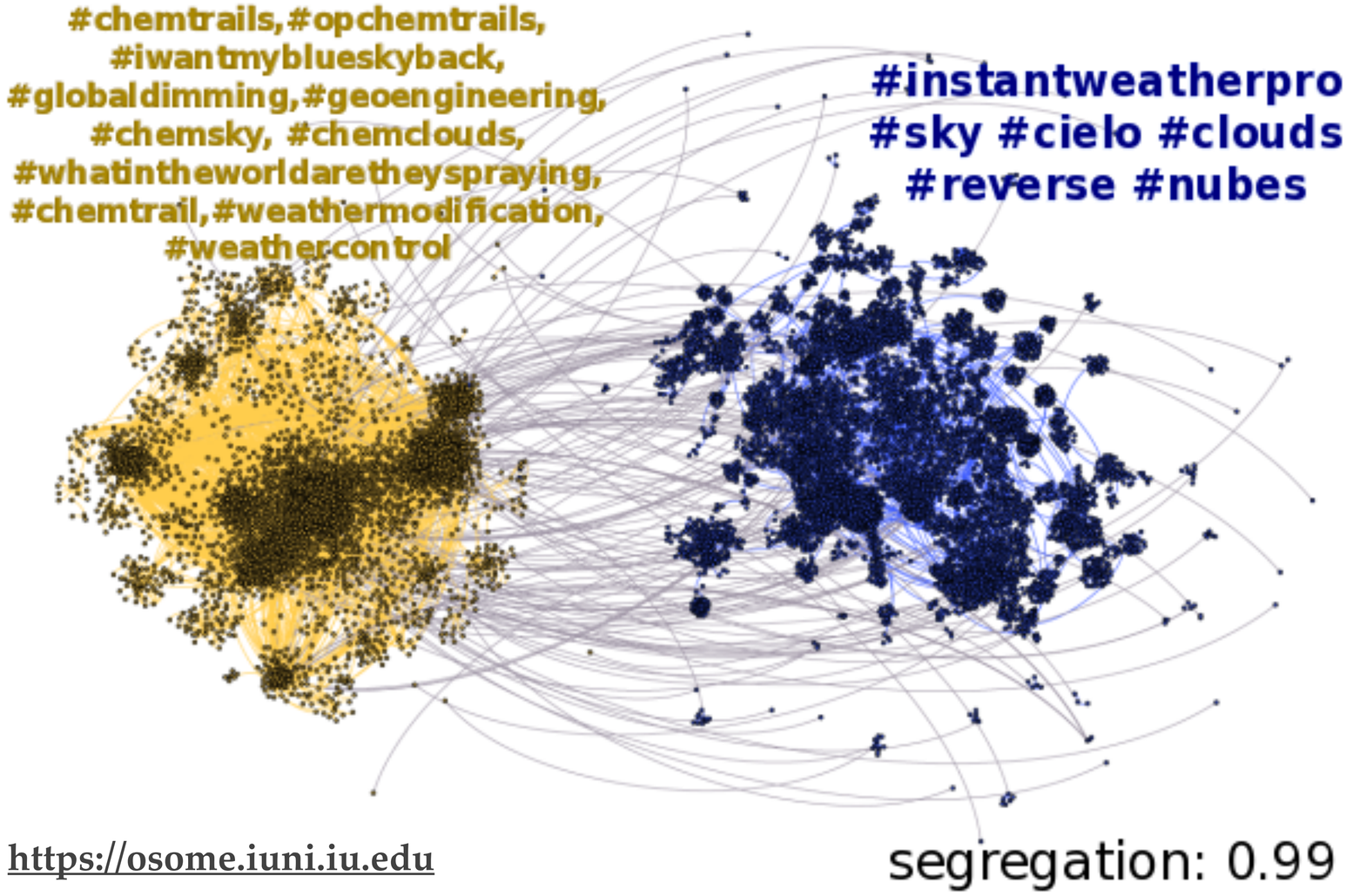
M Tambuscio, D F M Oliveira, G L Ciampaglia, G Ruffo, Network segregation in a model of misinformation and fact-checking, Journal of Computational Social Science (2018) 1: 261.

real data: vaccines



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

real data: chemtrails



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

Evaluating debunking strategies

What-if analysis

- We live in a **segregated** society: let's accept it!
- Misinformation can survive in the network for a long time: **low forgetting** probability
- **Computational epidemiology**: immunization works better if some node in the network (e.g., hubs, bridges) is vaccinated first
- **Where** to place fact-checkers?
- Stronger hypothesis: a believer do not verify ($\mathbf{p_{verify} = 0}$)
  - they can still forget
  - we can accept to leave half of the population in their own (false) beliefs, but we want at least to protect the skeptics!

Basic settings with no verification

Setting

segregation: 0.92 (high)

forgetting: 0.1 (low)

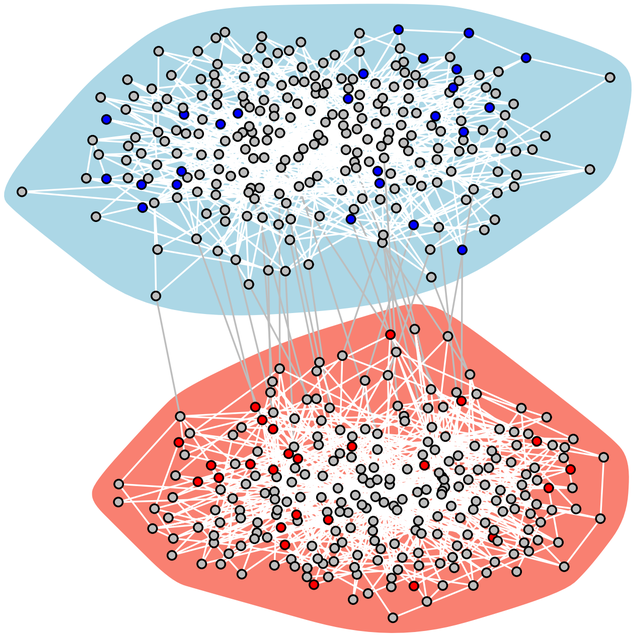
gullible group:

- α: 0.8
- seeders B: 10%

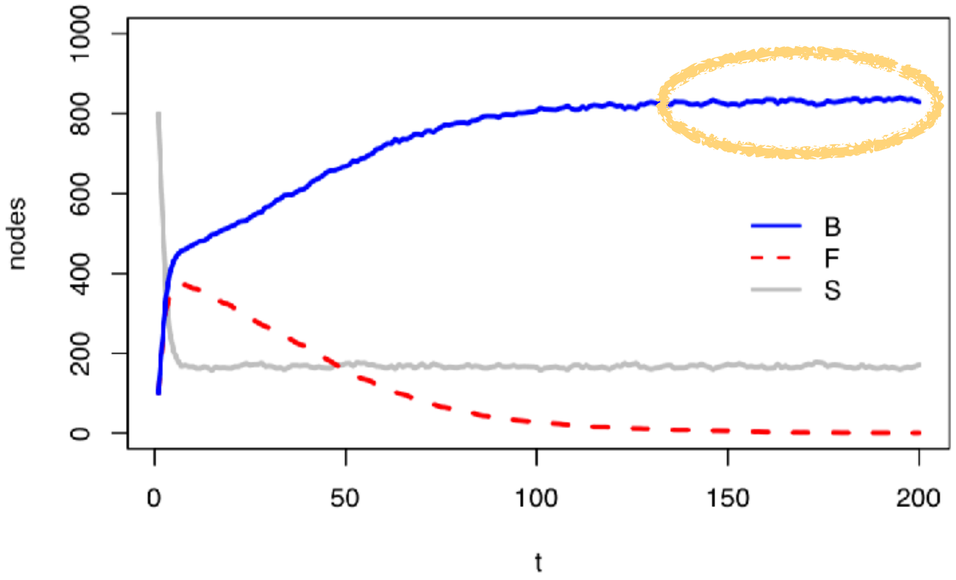
skeptical group:

- α: 0.3
- seeders FC: 10%

Simulation start



Simulation results



As expected: very **bad**!

Eternal fact-checkers placed at random

Setting

segregation: 0.92 (high)

forgetting: 0.1 (low)

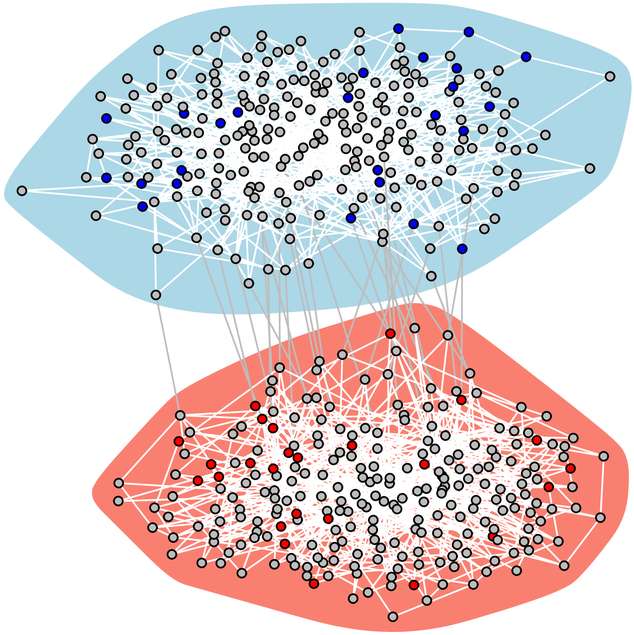
gullible group:

- α: 0.8
- seeders B: 10%

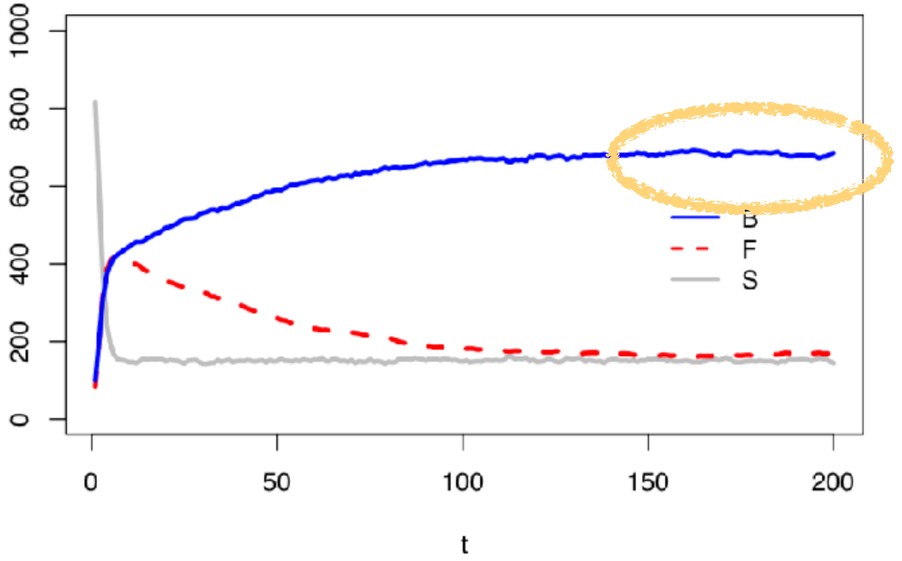
skeptical group:

- α: 0.3
- ~~seeders FC: 10%~~
- **seeders are eFC**

Simulation start



Simulation results



better, but still…

Hubs as eternal fact-checkers

Setting

segregation: 0.92 (high)

forgetting: 0.1 (low)

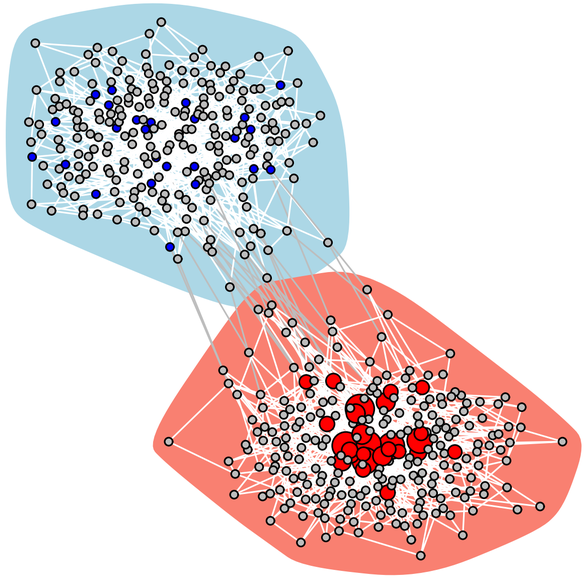
gullible group:

- α: 0.8
- seeders B: 10%

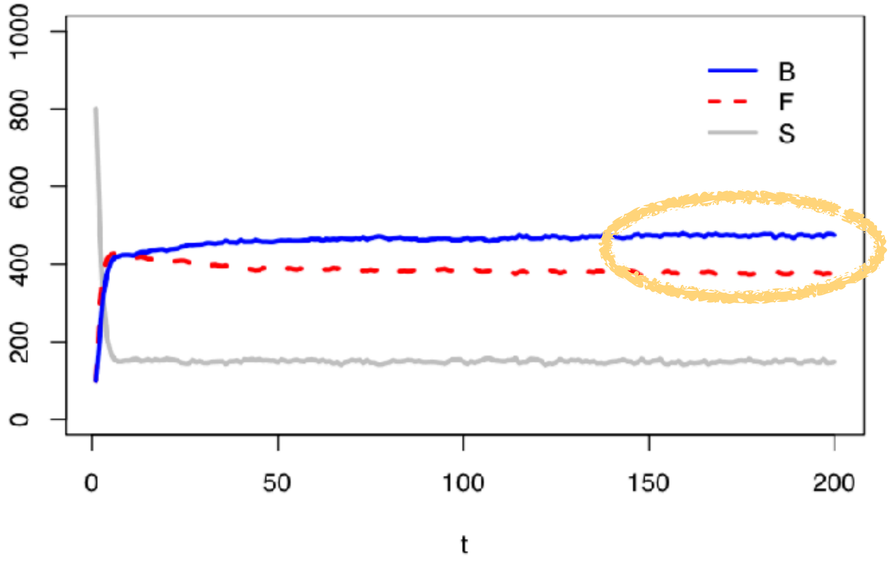
skeptical group:

- α: 0.3
- ~~seeders FC: 10%~~
- **HUBS are eFC!**

Simulation start



Simulation results



better

Bridges as eternal fact-checker

Setting

segregation: 0.92 (high)

forgetting: 0.1 (low)

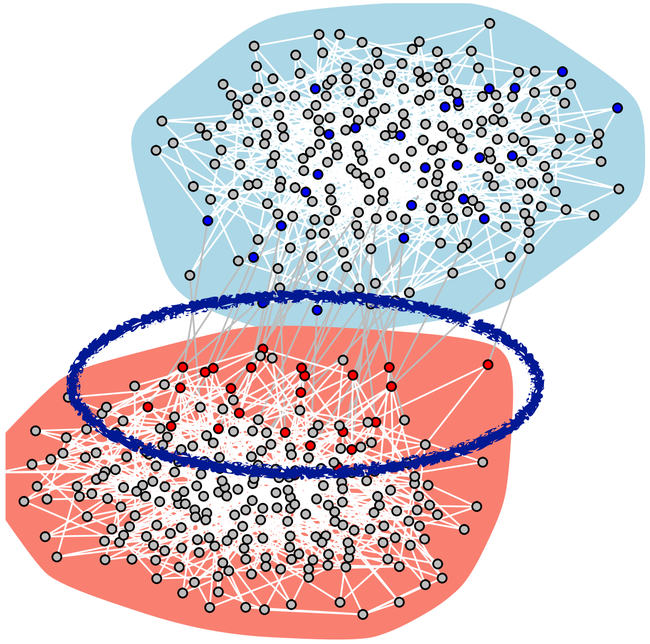
gullible group:

- α: 0.8
- seeders B: 10%

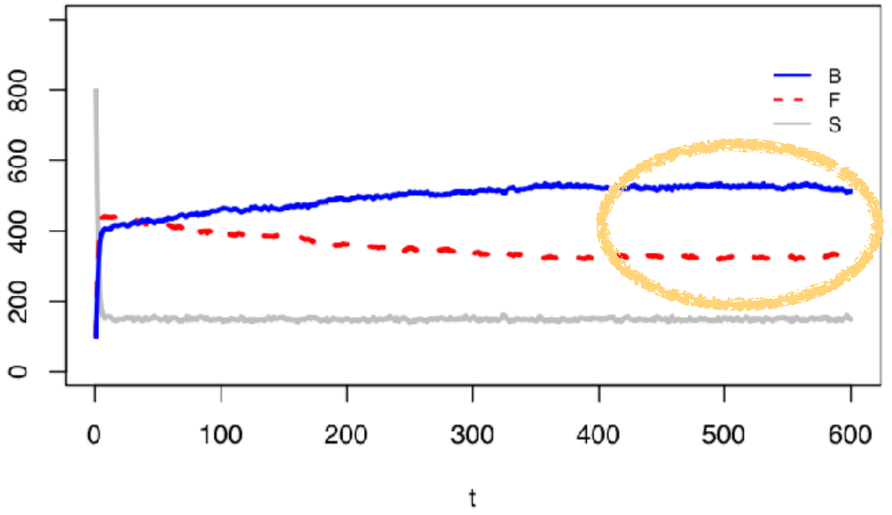
skeptical group:

- α: 0.3
- ~~seeders FC: 10%~~
- **BRIDGES are eFC!**

Simulation start



Simulation results



comparable, more realistic

Lessons learned and observations

- **Debunking activism** is often considered useless or **counterproductive**
- However, a world without fact-checking is harmless against fake-news circulation: **skeptics exposed to misinformation** will turn into **believers** because of **social influence**
- **Skeptics with links to gullible subjects** should be the first to be exposed to the fact-checking: misinformation will survive in the network, but their communities can be 'protected' by such **gatekeepers**
- Note: no socio-psychological assumption so far. Real world is much more complicated

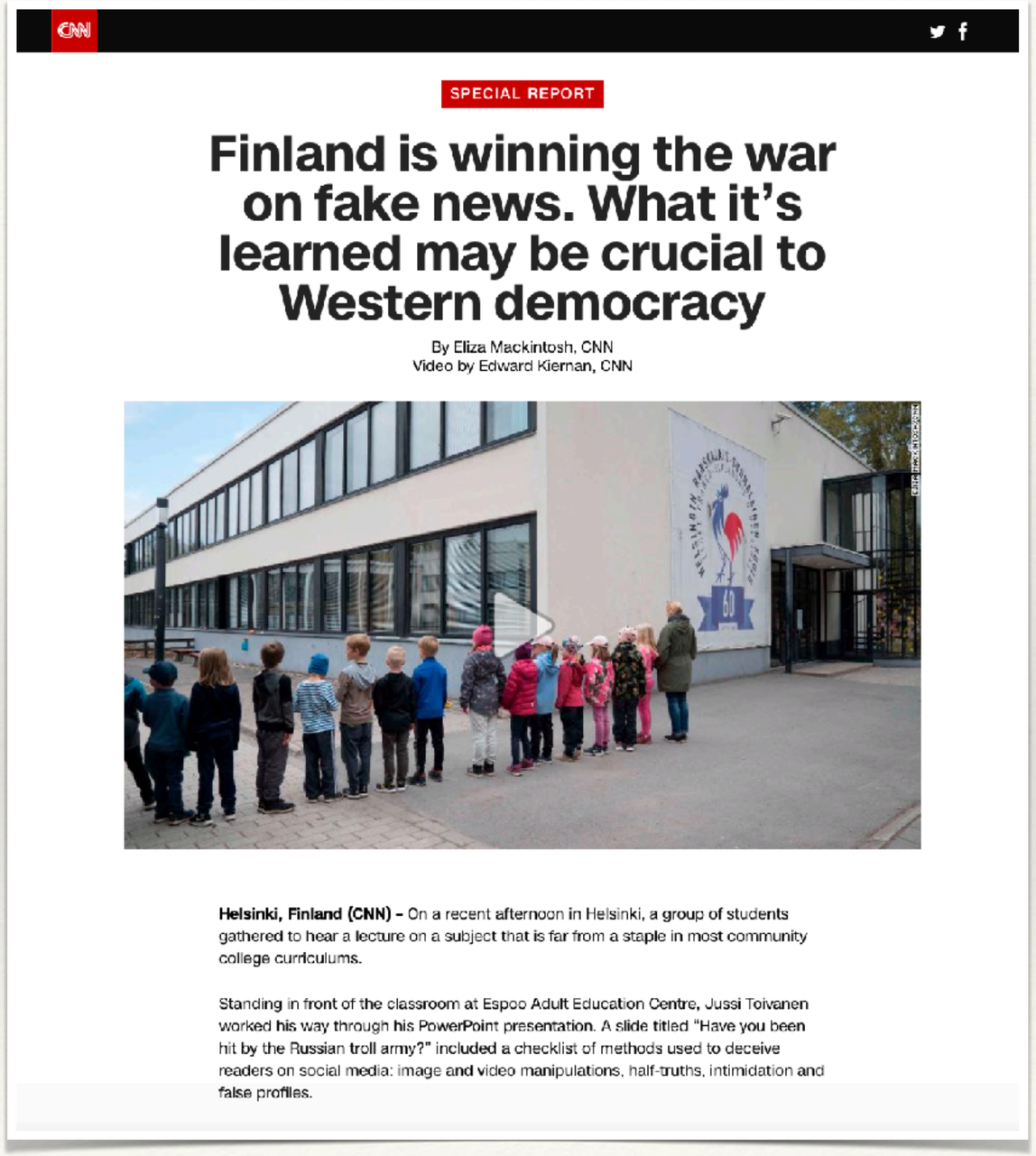
M Tambuscio, G. Ruffo, Fact-checking strategies to limit urban legends spreading in a segregated society, in Applied Network Science 4, 116 (2019), Springer, https://appliednetsci.springeropen.com/articles/10.1007/s41109-019-0233-1

protect the vulnerable, encourage skepticism

Who is the gatekeeper?

Finland is reported as winning the war against fake news in the classrooms: **education** first

Teachers and the education system have a great **responsibility**



CNN

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.

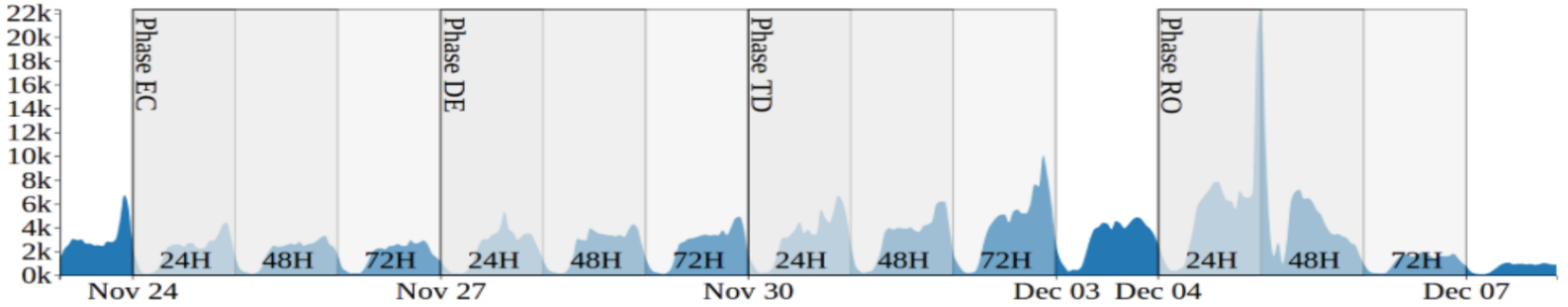
Language and network structure

Links to NLP

- Individual's opinions are often hidden
- Social Media provide much data for stance detection, emotion analysis, and so on
- Communication styles can be another trigger or just a reaction to news exposition and partisanships
- Relationships between structural segregation and opinion formation and polarization should be explored further by a joint effort between our scientific communities

Italian 2016 Constitutional Referendum

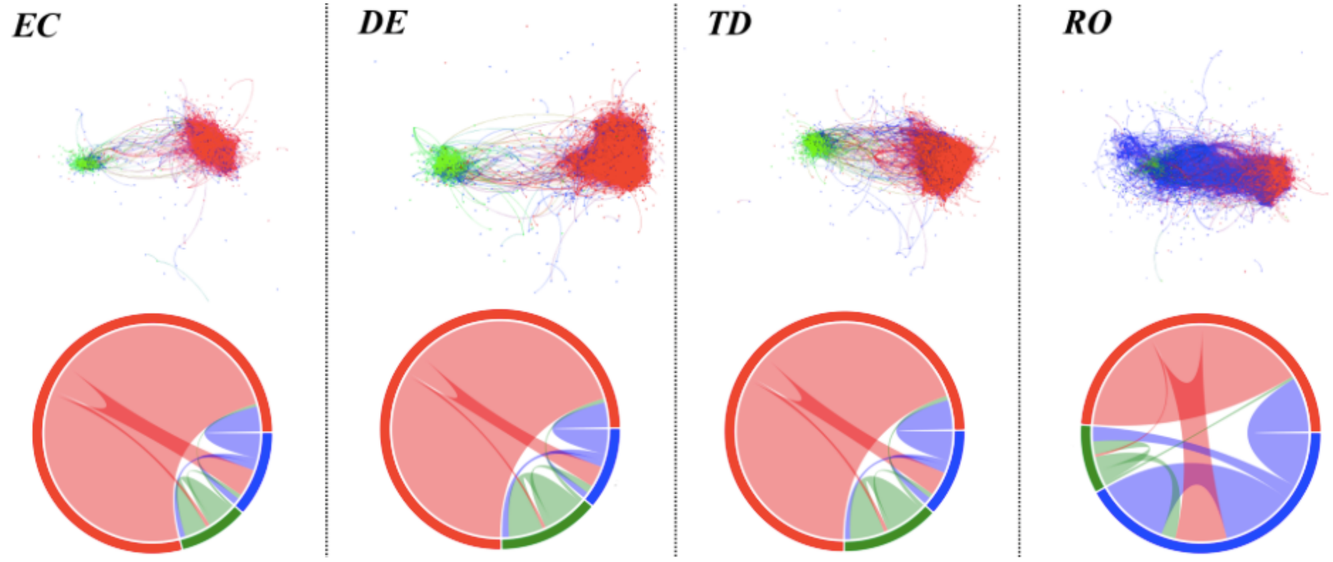
Collected Tweets



stance detected as **AGAINST**

stance detected as **IN FAVOR**

stance detected as **NONE**

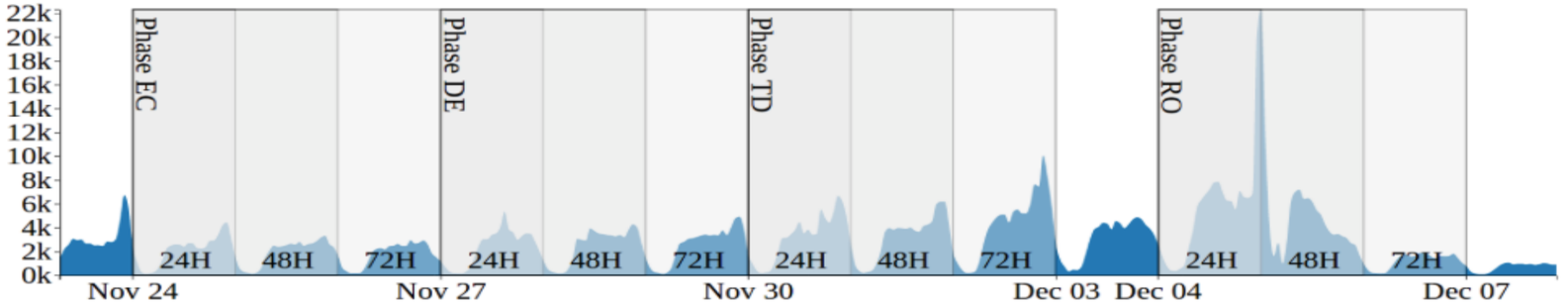


Retweet Network

strong signal of **homophily**

Italian 2016 Constitutional Referendum

Collected Tweets



stance detected as **AGAINST**

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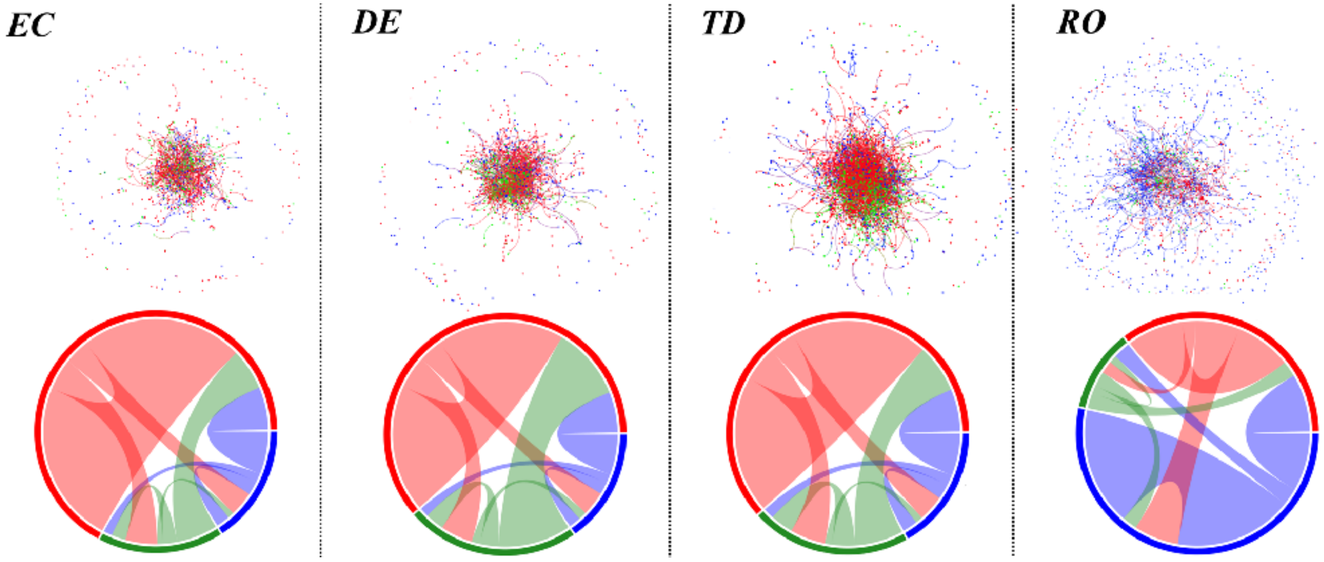


Reply-to Network

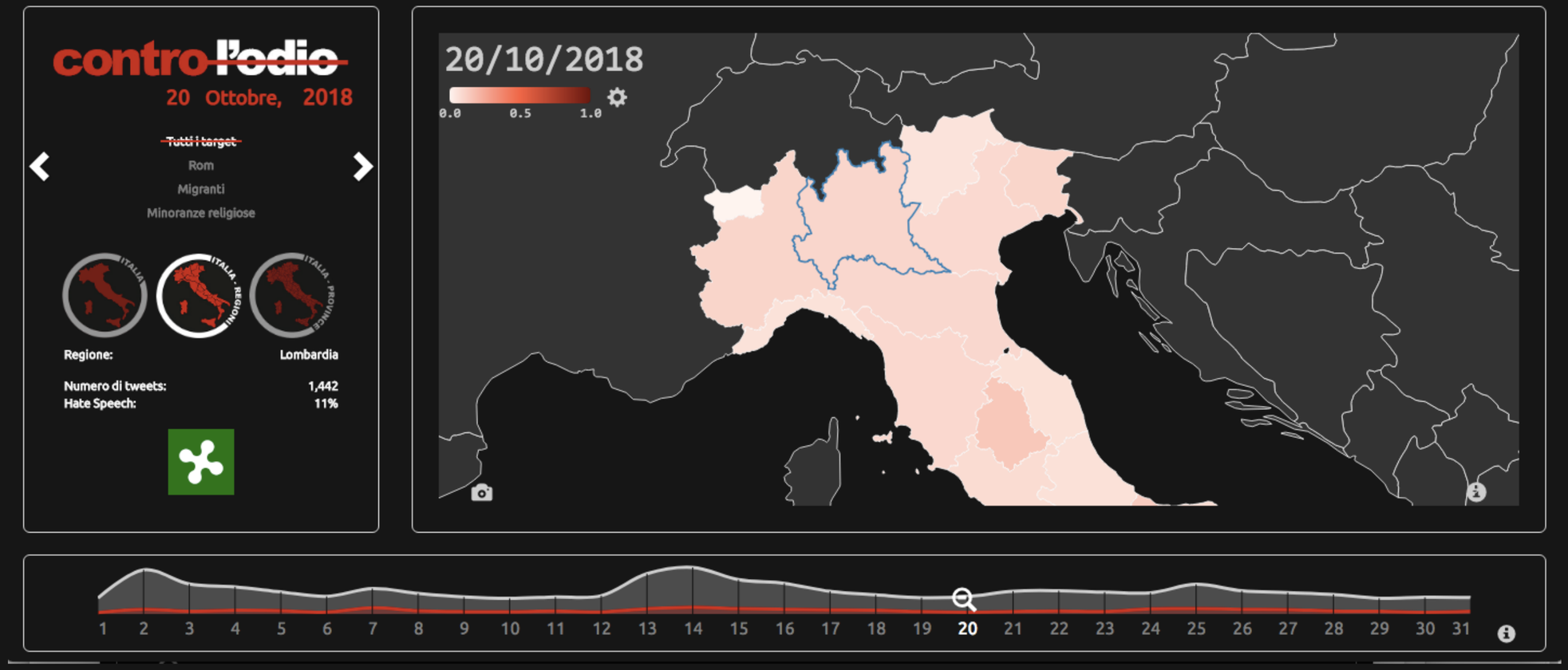
signal of **inverse homophily**

Stance detection and Network Homophily

- ML-based **stance detection** is a NLP tool extremely useful for computational social science analyses
- We need **approximation** of users' opinions
- Building networks that **evolve** when the polarizing debate takes place is an opportunity to study the **interplay between structure and opinions**
- Apparently in Twitter retweets and reply-to are used to respectively show agreement or disagreement. If you look for disputes, **dig the reply-to messages**

M Lai, M Tambuscio, V Patti, P Rosso, G. Ruffo, Stance Polarity in Political Debates: a Diachronic Perspective of Network Homophily and Conversations on Twitter, Data & Knowledge Engineering Journal, online: September 2019
https://www.sciencedirect.com/science/article/pii/S0169023X19300187

Hate speech monitoring (Contro l'Odio)



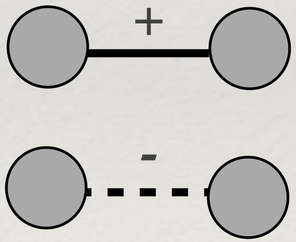
A T E Capozzi, V Patti, G Ruffo, and C Bosco. 2018. A Data Viz Platform as a Support to Study, Analyze and Understand the Hate Speech Phenomenon. In Proceedings of the 2nd International Conference on Web Studies (WS.2 2018), ACM

Balance in networks: algorithms and visualization

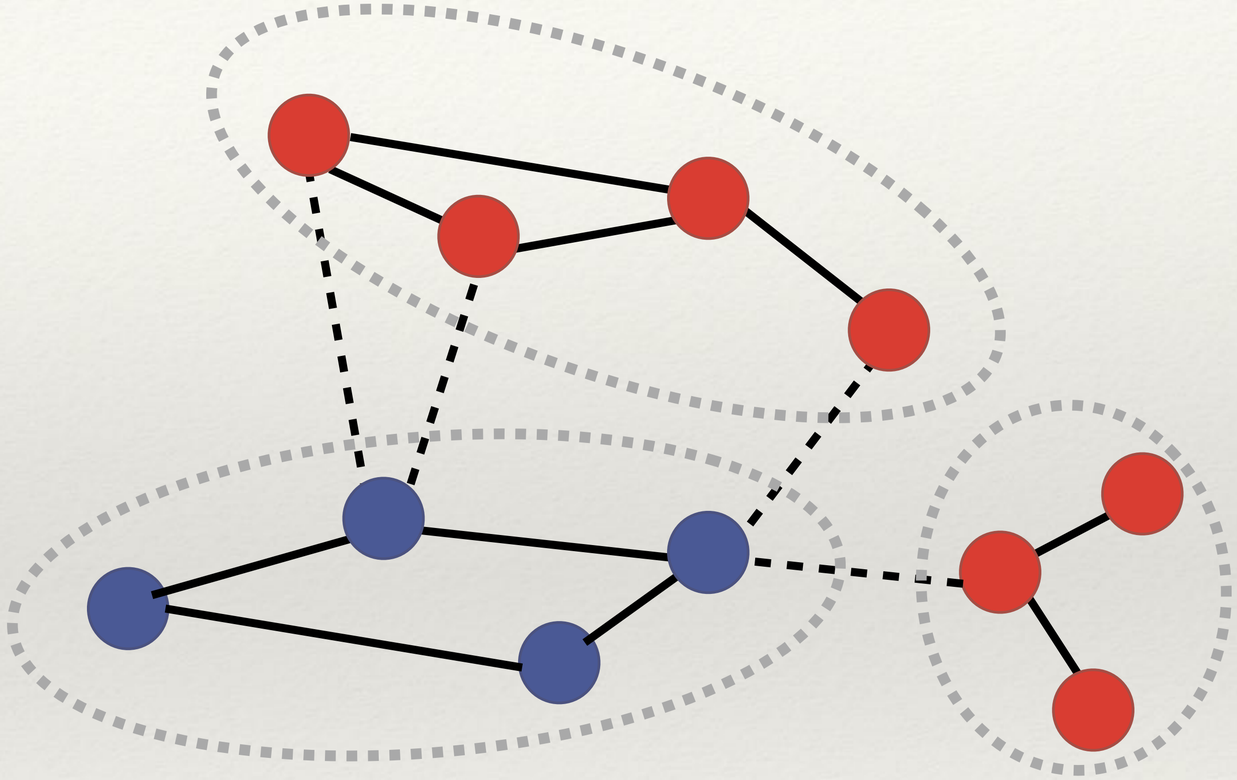
Signed nets

journalists

scientists



signs make explicit the type of the relationship

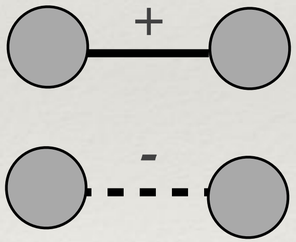


Balanced

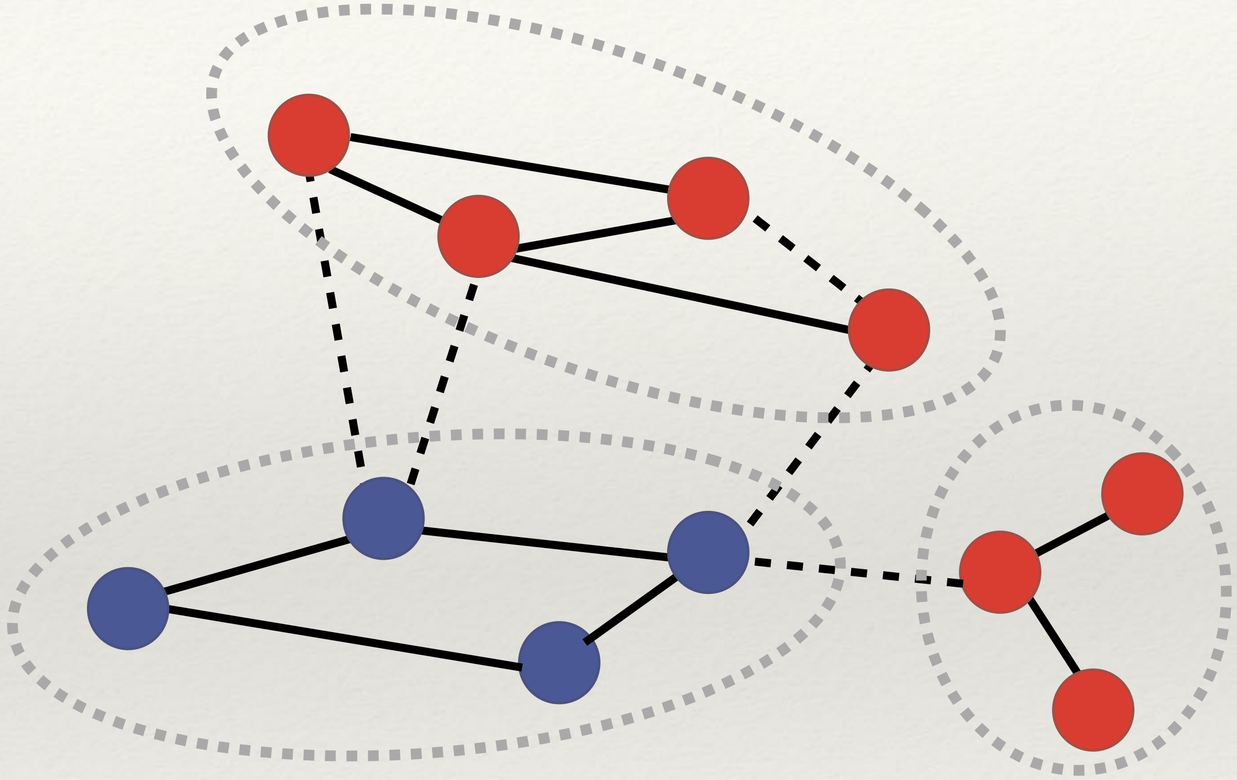
Signed nets

journalists

scientists



signs make explicit the type of the relationship

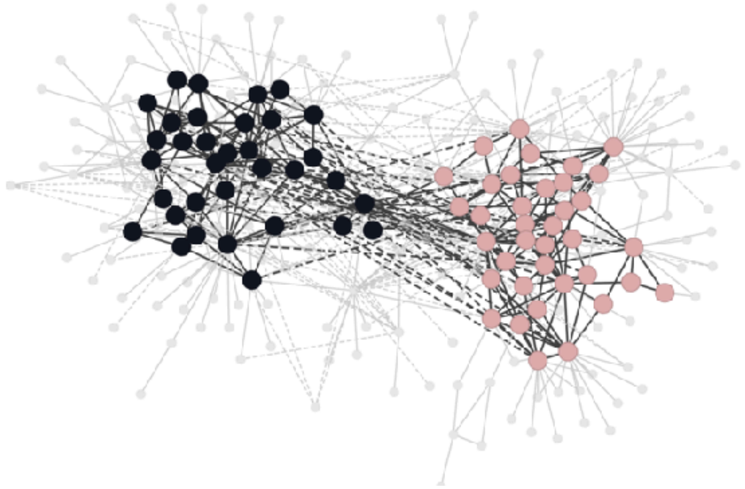


Not balanced

Balance in networks

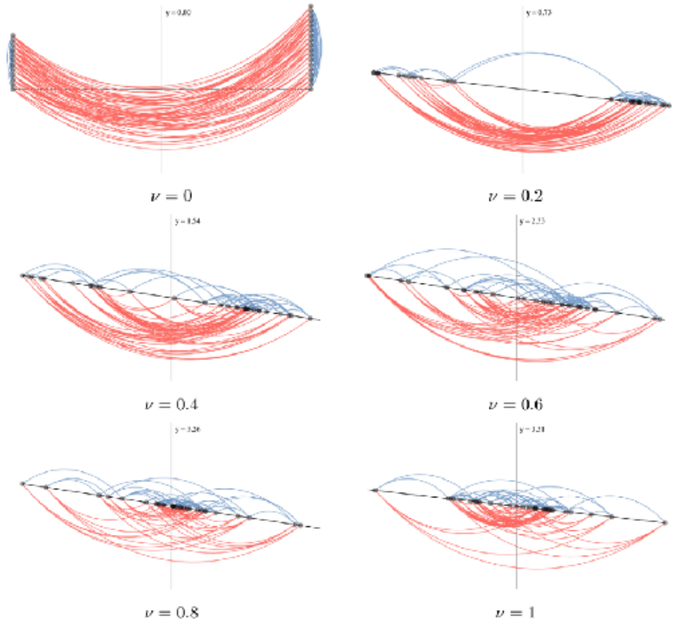
- Balance is not always good: if journalists hate scientists and vice versa, we would live in a perfectly balanced world!
- There are different levels of balance when few negative edges cross boundaries
- Partial balance is a measure of polarization (or to predict a forthcoming egg war?) - *frustration index problem*
- Probably a great framework, not fully exploited so far, to better understand polarization and segregation dynamics in socio-political systems

Algorithms for communities detection and visualization



2-Polarized-Communities: an algorithm based on spectral properties of the graph

F Bonchi, E Galimberti, A Gionis, B Ordozgoiti and G Ruffo, Discovering polarized communities in signed networks, in Proc. of CIKM 2019 (Beijing, China)



Stuctural-balance-viz: spectral properties used to emphasize balance/unbalance

E Galimberti, C Madeddu, F Bonchi, and G Ruffo, Visualizing structural balance in signed networks, in Proc. of COMPLEX NETWORKS 2019 (Lisbon, Portugal)

Discussion and conclusions

Recap

- **Structural segregation** may be one of the main triggers of opinion **polarization**
- **Fake-news spreading**, especially when partisanship and antagonistic behavior reinforce the debate, is **facilitated** in segregated networks
- Fact-checking is needed and skeptics with links to more gullible (vulnerable) contacts can be recruited as **gatekeepers**
- **Network Analysis** and **NLP** are great tools for modeling and analyzing data in this domain
- **Balance theory** provides a so far neglected framework to study the interplay between opinion polarization and structural segregation: new **algorithms** and **visualizations tools** can be added to the analytical loop
- Beware of the **interplay**: segregation causes polarization and vice-versa

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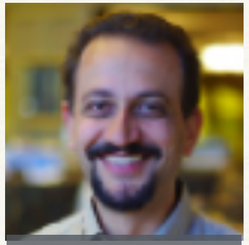
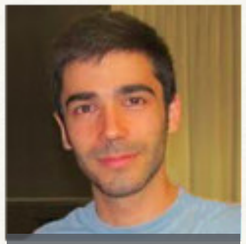
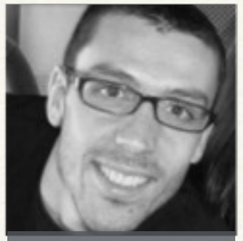
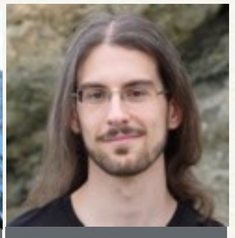

Giancarlo Ruffo


Marcella Tambuscio


Mirko Lai


Rossano Schifanella


André Panisson


Luca Aiello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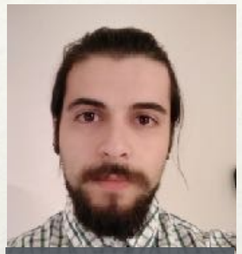
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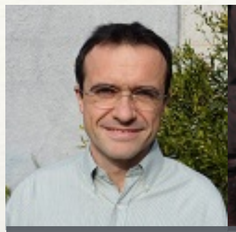
Emilio Sulis


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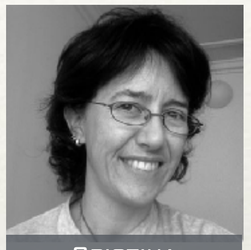
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Thanks!

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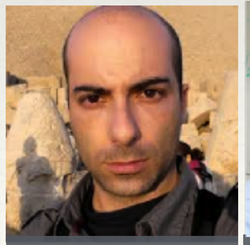
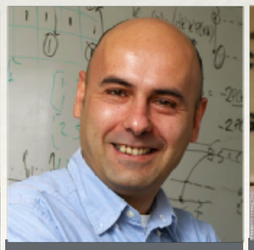

Giovanni Luigi Ciampaglia


Alessandro Flammini


Fil Menczer

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