



Libby Brittain shared her post to the group: Just Flagging [PR] @ Facebook.
October 11 · 🌐

Flagging that this video of a former YouTube "curation lead" explaining their curation policies using less-than-exacting language is currently going viral on conservative Twitter thanks to the Project Veritas guy, James O'Keefe. This is a follow-up on a similar "gotcha" video featuring a (very) junior New York Times editor, posted yesterday. (More on that one here: http://www.breitbart.com/.../james-okeefe-james-comey-new-yo...)

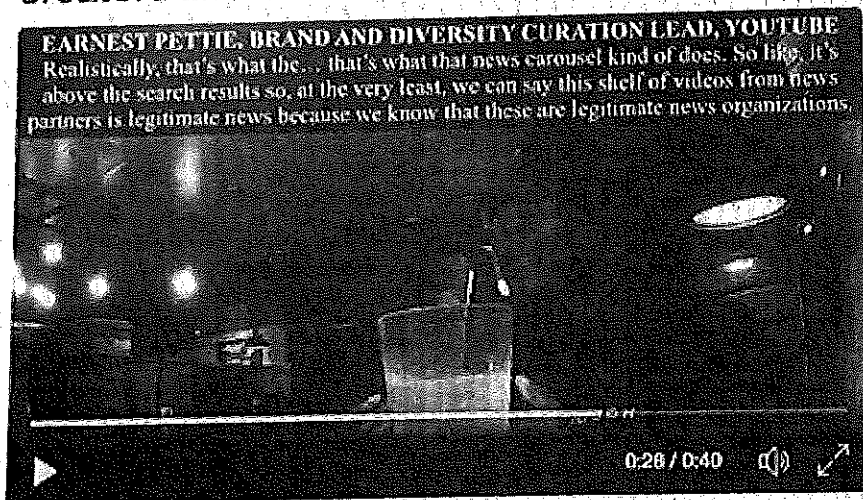
There's a recipe here: Find junior person at brand-name company. Record them. Misrepresent their role. Promote wildly. And the timeline (two in two days) makes me wonder whether he has more to release.



James O'Keefe
@JamesOKeefeIII

Follow

#YouTube employee admits he curates trends for "legitimate news" #NYTimes, manipulates views away from content creators like @RealAlexJones.



10:05 AM - 11 Oct 2017

641 Retweets 737 Likes



27

641

737



Libby Brittain
October 11 · 🌐

Oof. This video is currently going viral on conservative Twitter. Your weekly reminder: You never know when you're being recorded. Even, apparently, when you're eating dinner with a friend at a fast casual restaurant and being asked questions as nonsensical as: "What about the algorithms? Can you do something with that to say, less of that?"

Link: <https://twitter.com/JamesOKeefeIII/status/918160837717655554>

Trending at FB

📈 Trending Now 📉 Trending O

👁️ I see great technical work happening every day at Facebook
566 Mike Schroepfer

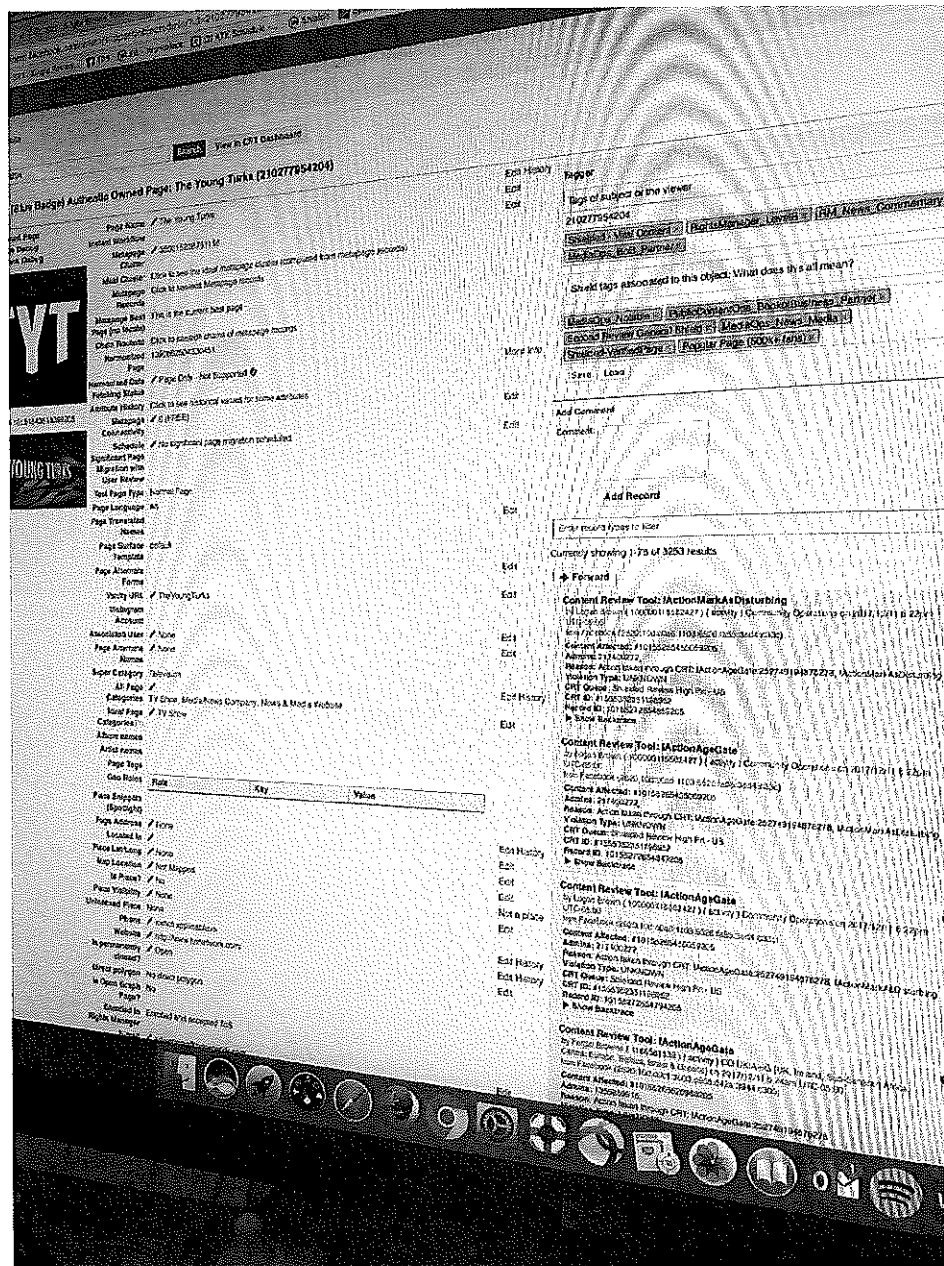
👁️ Virtual Tour of Building 21
390 Fergus O'Shea in MPK FYI

👁️ Rant about PSC deadline it's meaning that people would
88 Andrii Korotkov in Let's Fix Facebook (the company)

👉 See More

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

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Object Admin

427302110732180

Search View in CRT Dashboard

Verified (Blue Badge) Owned Page: Mike Cernovich (427302110732180)

Go to Owned Page
Knowledge Debug
Search Rank Debug



Photo FBID 1287064094755973



Page Name / Mike Cernovich

- Instant
- Workflow
- Metapage
- Cluster
- Ideal Cluster Click to see the Ideal metapage cluster (computed from metapage records)
- Metapage Records Click to see Ideal Metapage records
- Chain Roulette Click to see Ideal chains of metapage records
- Attribute History Click to see historical values for some attributes
- Metapage Connectivity
- Schedule / 0 (FREE)
- Significant Page Migration with User Review
- Test Page Type Normal Page
- Page Language en
- Page Translated Names
- Page Surface default
- Template
- Page Alternate Forms
- Vanity URL / MikeCernovich
- Instagram Account
- Associated User / None
- Page Alternate Names
- Super Category People
- All Page Categories / Writer
- Ideal Page Categories / Writer
- Album names
- Artist names
- Page Tags
- Geo Roles

Place Settings

Tagger

Tags of subject or the viewer

427302110732180

Shielded - Viral Content

Shield tags associated to this object. What does this all mean?

Second Review General Shield | Shielded-VerifiedPage

Save Load

Add Comment

Comment

Add Record

Enter record type to filter

Currently showing 1-76 of 488 results

History

Forward

Edit

- SI (Sigma): IActionDeboostLiveDistribution
by Danny Ben David (1446617691) (activity) Protect and Care (PAC) (MT) on 2017/12/15
4:12pm UTC-05:00
from Facebook (2401:1000:00:00:00:00:00:00)
Reason: PolicyChain: ssProactiveLiveReportForTranscriptData auto-reporting live videos which have a high text classifier score against the audio transcript
Batch no: N/A
Content Affected: #1353117077494007
Admins: 10001206295341
Reason: PolicyChain: ssProactiveLiveReportForTranscriptData auto-reporting live videos which have a high text classifier score against the audio transcript
Violation Type: UNKNOWN
Record ID: 1353178754144505
Show Backtrace
- SI (Sigma): IActionDeboostLiveDistribution
by Danny Ben David (1446617691) (activity) Protect and Care (PAC) (MT) on 2017/12/15
4:12pm UTC-05:00
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Reason: PolicyChain: ssProactiveLiveReportForTranscriptData auto-reporting live videos which have a high text classifier score against the audio transcript
Batch no: N/A
Content Affected: #1353117077494007
Admins: 10001206295341
Reason: PolicyChain: ssProactiveLiveReportForTranscriptData auto-reporting live videos which have a high text classifier score against the audio transcript
Violation Type: UNKNOWN
Record ID: 1353178754144530
Show Backtrace
- SI (Sigma): IActionDeboostLiveDistribution
by Danny Ben David (1446617691) (activity) Protect and Care (PAC) (MT) on 2017/12/15
4:12pm UTC-05:00
from Facebook (2401:1000:00:00:00:00:00:00)
Reason: PolicyChain: ssProactiveLiveReportForTranscriptData auto-reporting live videos which have a high text classifier score against the audio transcript
Batch no: N/A
Content Affected: #1353117077494007
Admins: 10001206295341
Reason: PolicyChain: ssProactiveLiveReportForTranscriptData auto-reporting live videos which have a high text classifier score against the audio transcript
Violation Type: UNKNOWN
Record ID: 1353178140811234
Show Backtrace
- SI (Sigma): IActionDeboostLiveDistribution
by Danny Ben David (1446617691) (activity) Protect and Care (PAC) (MT) on 2017/12/15
4:11pm UTC-05:00
from Facebook (2401:1000:00:00:00:00:00:00)
Reason: PolicyChain: ssProactiveLiveReportForTranscriptData auto-reporting live videos which have a high text classifier score against the audio transcript

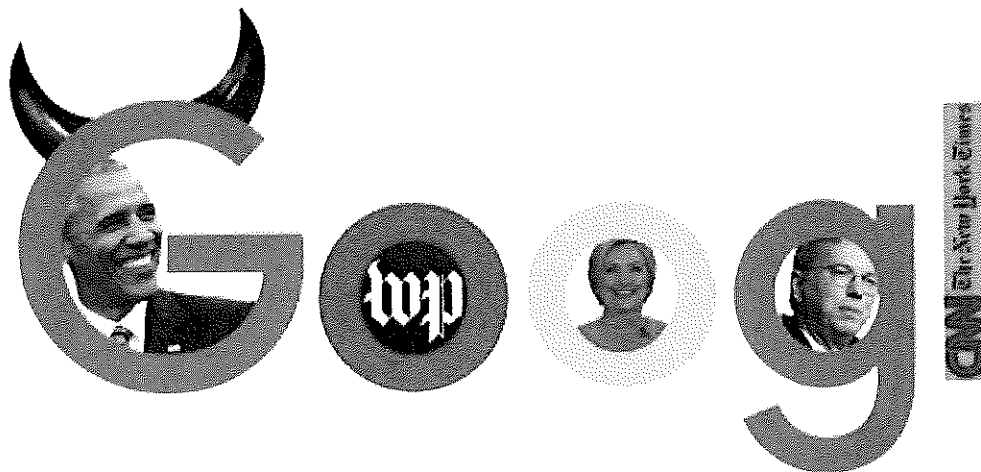




Eduardo Arino de la Rubia shared a link to the group: Feed Integrity: Links, Research, and Discussion.

17 hrs ·

Just a heads up. There is a polarized article that is working it's way through /r/The_Donald about how Google's misinformation/fact-check program is a sham that targets right-leaning and conservative sites. Obviously I don't have any insider information into their program, but we should be aware that it's likely that a similar meme will circulate about our efforts.



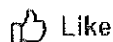
Google's New Fact-Check Feature Almost Exclusively Targets Conservative Sites

[dc_video] Google, the most powerful search engine in the world, is now displaying fact checks for conservative publications in its results. No prominent liberal site receives...

DAILYCALLER.COM

Alex Leavitt, Samuel Wolrich and 9 others

7 Comments



Like



Comment



Share



Eduardo Arino de la Rubia cc: Tessa Lyons-Laing

Like Reply · 17h



Eduardo Arino de la Rubia If you click on the (i) link to get information about the daily caller, you see comments. Have we considered whether these should have ranking applied to them? (cc: Nishesh Sharma)



Eduardo Arino de la Rubia If you click on the (i) link to get information about the daily caller, you see comments. Have we considered whether these should have ranking applied to them? (cc: Nishesh Sharma)

100 COMMENTS



Fenglai Chris Ng · 1 month ago · The Daily Caller's post

Well, if you have read 1984, you know the word "rank" is used by leftists, such as Postfact, the same way as the word "truth" is used by the Minister of Truth.

[View 1 reply · 1 month ago · 0 likes](#)



Sybil MacLellan · 1 month ago · The Daily Caller's post

Rating the comments (ranking) may be using a good thing (to help a journalist or writer) but it is not today, however by 2025, I suspect we will be doing something negative about the Queen C&A

[View 1 reply · 1 month ago · 0 likes](#)



Jonathan Graham · 1 month ago · The Daily Caller's post

Once again I am happy to have changed search engines. Back to MSN & Google searchers. <http://bit.ly/2d9g0g>

[View 1 reply · 1 month ago · 0 likes](#)



2

Like · Reply · 17h



Sara Su Thanks for sharing the article, Eduardo! For the "Top Comments" module in Article Context, Harsh Selani can share more about the ranking approach.



1

Like · Reply · 17h



Harsh Selani Currently the comments are ranked based on the scores(used by public conversation team) we get back with each individual comment.



1

Like · Reply · 16h



View more replies



Write a reply ...



Samuel Wolrich Interesting this circulates around the time James Damore's class-action suit drops. But I have no evidence to support that gut feeling and wouldn't want to imply otherwise.

Like · Reply · 16h



Tessa Lyons-Laing cc: Cassandra we should be prepared for this when rolling out fact checking to Article Context



1

Like · Reply · 10h



Tom Cunningham Eduardo do you think they might have a point? Looking at the list of left and right sites listed in this thread — <https://twitter.com/hashtaggris.../status/950851100709736448> — my subjective impression is that there are surprisingly few left-wing sites flagged. (Very happy to be corrected about this).



Alex Griswold on Twitter



Tom Cunningham Eduardo do you think they might have a point? Looking at the list of left and right sites listed in this thread — <https://twitter.com/hashtaggris.../status/950851100709736448> — my subjective impression is that there are surprisingly few left-wing sites flagged. (Very happy to be corrected about this).



Alex Griswold on Twitter

TWITTER.COM

Like · Reply · 10h



Tessa Lyons-Laing I think one challenge is that there is no accepted "ground truth" beyond fact checkers. So there's no obvious way to determine if a) there is more false news on the right, b) the fact checkers are biased against the right, or c) it's a mix of both.

Like · Reply · 10h



2



Tom Cunningham Tessa Lyons-Laing yes that's fair — and I think if there is a bias it's not from google but comes from the nature of the articles that fact checkers choose to review. (Which this guy on Twitter acknowledges i think).

Like · Reply · 10h



1



Eduardo Arino de la Rubia I don't know this guy, so I don't know if his lists are particularly compelling. He seems to be unhappy that Infowars isn't fact checked? I wouldn't mind bumping up our broad trust metric against our 3pfc data and discovering if our data reflect some s... See More

Like · Reply · 10h



1



Alex Leavitt Eduardo Arino de la Rubia Can you say more what the research might have been...? Not sure I follow

Like · Reply · 9h



Write a reply ...



Eduardo Arino de la Rubia At the end of the day, if one ideology compels more fact checkers than an alternate competing ideology, that's like a weird interesting finding too.

Like · Reply · 10h



1



Tom Cunningham And we should probably put a little effort into figuring out whether it is true, no?

Like · Reply · 9h



Eduardo Arino de la Rubia Hey Matthew Feldman! Is this a good test case for your new domains dataset?



Eduardo Arino de la Rubia At the end of the day, if one ideology compels more fact checkers than an alternate competing ideology, that's like a weird intetesting finding too.

Like · Reply · 10h



1



Tom Cunningham And we should probably put a little effort into figuring out whether it is true, no?

Like · Reply · 9h



Eduardo Arino de la Rubia Hey Matthew Feldman! Is this a good test case for your new domains dataset?

Like · Reply · 9h



Tessa Lyons-Laing I think that the higher concentration of hoaxes on the right, and the higher concentration of fact checkers on the left are both well known. I think the question is what we do about it. So far we've worked to implement clearer guidelines for our fact c... See More

Like · Reply · 9h



2



Eduardo Arino de la Rubia Would we ever provide 3PFCs a financial incentive for providing a broader coverage of an ideological spectrum?

Like · Reply · 9h



1

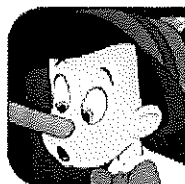


Tom Cunningham Tessa Lyons-Laing yes fair! Apologies I don't want to derail. And I guess you saying that there's a concentration of fact checkers on the left is similar to what this article is saying (that sites on the right probably get tougher scrutiny all else equal).

Like · Reply · 9h



Tessa Lyons-Laing Don't see it as a derailment! Happy to engage in the discussion just trying to share context on what we know / have done so far -- and if there are new ideas to manage this happy to discuss them but I think that the more we "fact check the fact checkers" the less defensible it is that we aren't arbiters of truth. This is an interesting article to add to the challenge: http://thefederalist.com/.../cant-trust-factcheckers...



This Is Why We Can't Trust Factcheckers, Part Infinity

THEFEDERALIST.COM

Like · Reply · 9h



2



Part Infinity

THEFEDERALIST.COM

Like · Reply · 9h



Alex Leavitt FWIW, there is a little research that suggests the amount of content coming from right-leaning sites is more frequent for sharing misinformation, and also that conservative people may engage more with that content...

Like · Reply · 9h



Write a reply...

(bot) 😊 </> 📷 GIF 🤖



Vanessa Casavant It's important to understand two things about this article to see the news frame around it.

1) This article and the Alex Griswold tweet Tom surfaced come from two very polarizing media outlets - Daily Caller and Free Beacon. Griswold himself used to work at Daily Caller before his current role at Free Beacon.

2) Both the Daily Caller and Free Beacon, founded by conservative political insiders with an agenda, have been called out repeatedly over the years for their lack of integrity in journalistic practices by news media who ascribe to a shared journalistic code of ethics outlined by the Society for Professional Journalists at <https://www.spj.org/ethicscode.asp>.

With those two things in mind, when reading the piece there are glaring omissions in the reporting - no interviews cited with Google, no reference to the journalistic differences between the media outlets highlighted, no reasons given as to why those publications were selected, and no supporting evidence to back up their statement that Google "exclusively targets" conservative outlets outside of the screenshots they gathered - which merely shows lopsided results, but no concrete evidence of targeting (i.e. the evidence lies on inference not fact).

Questions this article leaves unanswered include: What methodology is Google using for displaying related articles? Is that methodology applied fairly across media outlets? Why might discrepancy exist between associated content for different publications outside of a conservative/liberal framework?

All this said, I think the biggest takeaway of this article for Facebook is to understand how different framing will create a subjective narrative for whatever solution we build. We should ask ourselves - where might a conservative/liberal/mainstream outlet see bias in the results of our model, and is there actually bias built into that feature? For instance, if our methodology behind how related articles gets surfaced

All this said, I think the biggest takeaway of this article for Facebook is to understand how different framing will create a subjective narrative for whatever solution we build. We should ask ourselves - where might a conservative/liberal/mainstream outlet see bias in the results of our model, and is there actually bias built into that feature? For instance, if our methodology behind how related articles gets surfaced ends up showing 3pfc pieces for only one type of media like in Google's case, is that because the model wasn't applied evenly across media types or because the results of the model picked up on specific queues that is surfacing a problem that is unique to that media type? If a model is truly applied evenly, then being transparent about its application could solve for the issue of being seen as bias, or perhaps surfacing both true and false fact-checked articles versus just articles that debunk stories could be a solution to show fairness and objectivity in application of a model. Or, on the other hand, if we find the model isn't applied evenly, then what can we do to create a true apples-to-apples application that weeds out bias or feedback loops?



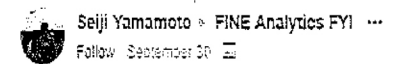
SPJ Code of Ethics - Society of
Professional Journalists

SPJ.ORG

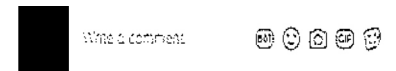
Like · Reply · 7h · Edited



Obtained by Project Veritas.



Like Comment Share



Coordinated Trolling on FB

Seiji Yamamoto & Eduardo Arino de la Rubia

News Feed Analytics

2017-09-28

People To Follow

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nfx

Negative Feedback eXperience - the workflows we provide for people to report bad stuff on Facebook, most commonly via the "chevron" at the top right of every post on Facebook.

Was this helpful? yes / no

Defined by Mark Govea about 2 years ago

Negative Feedback eXperience, formerly AFRO (Advanced Feed Reporting Options)

Was this helpful? yes / no

Defined by Nadine Saller about 4 years ago

Negative Feedback Experience is the system behind all the reporting flows which users use to report issues caused by bad actors present on the site. This is pretty much the most utilized support interface which users interact with in order to send reports to Facebook.

Was this helpful? yes / no

Defined by unknown about 48 years ago

Negative Feedback Experience is the system behind all the reporting flows which users use to report issues caused by bad actors present on the site. This is pretty much the most utilized support interface which users interact with in order to send reports to Facebook.

Was this helpful? yes / no

Defined by unknown about 48 years ago

Have a better (or alternate) definition? Add your own!

Save

Request a better (or alternate) definition

Similar words

nfc

New Friend Confirmed notifications for messenger. (growth experiment)

Was this helpful? yes / no

Defined by Zackary Lee about 2 years ago

nfr

negative-feedback-rate

Was this helpful? yes / no

Defined by Kwok Wah about 2 months ago

npv

Index

Search

nfc

nfr

npv

Dex

afk

asx

ax

bff

bfr

cl

cix

crx

dfo

dtp

dvw

dox

efb

l4

l8

fb

fbx

fo

fd

ffs

fg

fn

fnf

fox

fp

Obtained by Project Veritas.

PROJECT
Veritas

Wut Dictionary

vpv

Viewport-views. We use this on things like feed stories to determine what stories have actually been inside the user's viewing area, as opposed to just sent down to the client.

Was this helpful? yes / no

Defined by Arun Vijayvergiya about 4 years ago

ViewPort Views -- stories that appear in the viewport (visible region of the window) and are on-screen long enough to be seen.

Was this helpful? yes / no

Defined by Nadine Salter about 4 years ago

VPV's are used to know when you have 'seen' a story so that we don't show it to you again. They are different from 'imps' (impressions), which are only when a story is sent to your phone, even if you never scroll to it.

Was this helpful? yes / no

Defined by Greg Marra about 4 years ago

Have a better (or alternate) definition? Add your own!

Save

Obtained by Project Veritas.

Request a better (or alternate) definition

PROJECT
Veritas

Similar words

vpv
vpv
vpv
vpv
vpv
vv
3pa
Eps
apb
ape
apk
aps
bpe

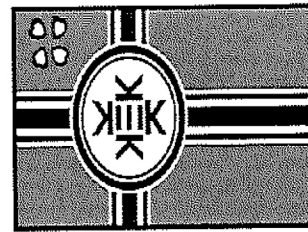


Summary

- Trolls coordinate activities in private FB groups
- What they do:
 - Raid live videos, public pages, and private groups
 - Target individuals for doxing and harassment
 - Share toxic meme templates in private groups
 - Manufacture fake accounts for black propaganda, raids, and infiltration of private groups
- How widespread is the problem?
 - Considering only Kekistan trolls:
 - 590 MM comment VPVs on Kekistan comments (over one month)
 - 44 MM distinct users viewed a post that a Kekistani troll commented on (over one month)
- Suggested Tactics
 - Tactic 1: Troll Twilight Zone GK
 - Tactic 2: Friend network accountability
 - Tactic 3: Toxic Meme Cache
 - Tactic 4: Toxic Comment Cache
 - Tactic 5: Troll classifier
 - Tactic 6: More tools for Ops workflows and automated lead generation for investigations



Some trolls have an agenda and they're organized



- Trolls are not all lone wolves tromping through the internet causing havoc just for the "lulz"*
- Trolls are often organized groups of people intent on a specific agenda
- To illustrate, this deck will focus on the members Kekistan, though there isn't space to exhaustively analyze all trolls

* See glossary at the end of this deck



Darren Johnson updated the description of the group The Kekistani Special Forces.

May 13 · 🌐

<The Kekistani Special Forces>

This is a military style elite force designed for larger operations.

There will be a strict hierarchy with a focus on making waves. This is not for petty shitposting, but for planning well constructed attacks against our foes.

Shadilay.



Revan Harris · Kekistani Collective

May 18 · 🌐

Guys ive realized something... we can literally use our power granted to us through Kek to cripple the liberal agenda!... by getting pages shut down and people scared... the libs spend their money to help... the more this happens the more they spend... the more they spend they less they have... so go and troll the shit out of them... (we'll call it the morrowind principle)



Selji Yamamoto · FINE Analytics FYI

Follow · September 26 · 🌐



Write a comment



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Sean Knauth · sknauth1
Contingent Worker

Follow

Obtained by Project Veritas.

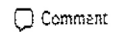


Seiji Yamamoto · FINE Analytics FYI ·

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Share



Write a comment



First off, what kind of content do they share?

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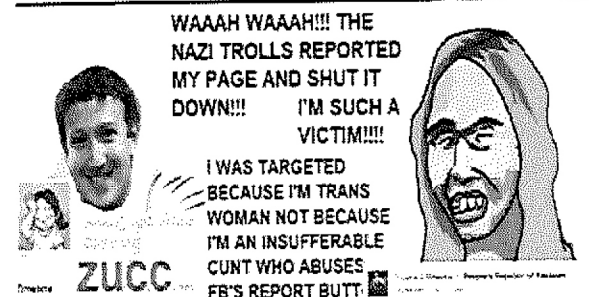
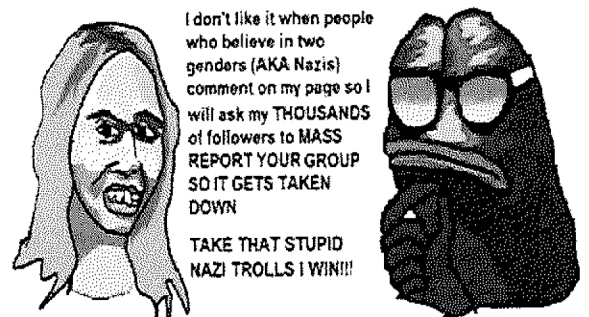
Sean Knauth (aknauth)

Contract Worker

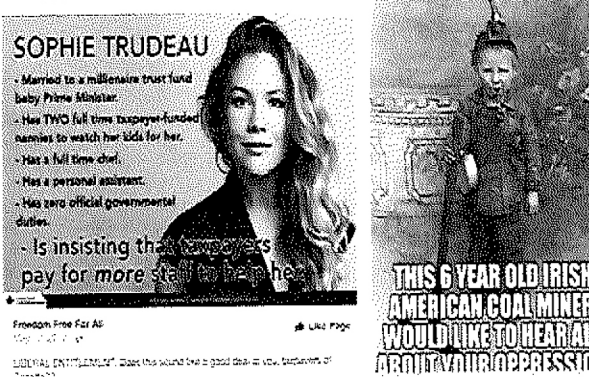
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PROJECT Veritas

Jake Meier • Top Secret Kekistani Stream Raiding Group
May 18 • 7



Share Dee shared Freedom Free For All photo to the group
Republic of Kekistan: Escape Pod
May 12 • 7



Zack Smith shared a group to the group: Kekistan.
Yesterday at 10:05am • 7

Join, and help pick cotton.



Closed Group
57 Members

Join Group

Brandon A Eckert shared a link to the group: The Republic of Kekistan (cuck free)
September 14 at 8:00am • 7

So turns out race does exist, main stream knows it and we are all subspecies.....not descended from Africa..... Oooooooooooooops. Guess that changes some things



Scientists Shocking Discovery That Melanians Carry DNA of Unknown Human Species

Reported on 9/14/2017

Seiji Yamamoto • FINE Analytics FYI
Follow September 30 • 63

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Write a comment



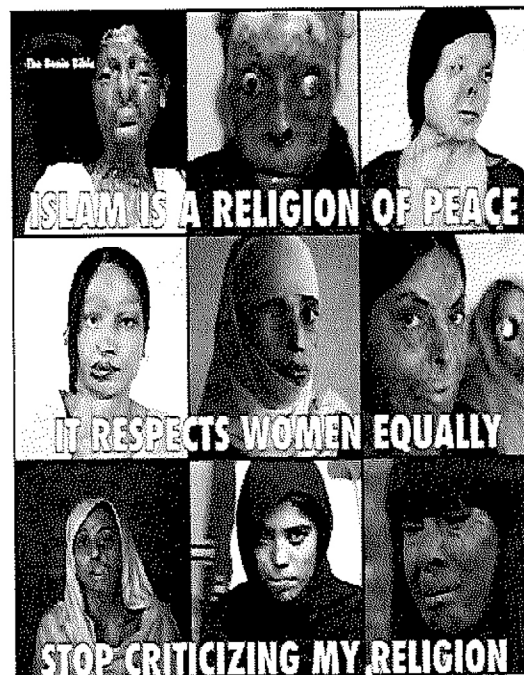
Brandon Barrow • People's Republic of Kekistan
September 13 at 10:40am • 7

Alright guys this is a big one; I need a show of hands from those of you using VK. My name and Picture are the same find me on there and shoot me a message to get started

Nazi Trash Dove



Pepe the Frog



People To Follow

See All







Sean Knauth (sknauth)
Conjugent Worker
Follow





Yes, their meme content is seriously bad, but let's examine Troll behavior more broadly rather than just focus on content. Trolls are involved in many destructive behaviors on Facebook, including:

- Raids
 - Coordinated attacks on groups, pages, and individuals
- Doxing and Harrassement
 - Targeting specific individuals, e.g. Sophie Labelle
 - <https://io9.gizmodo.com/transgender-creator-of-assigned-male-webcomic-facing-de-1795442512>
- False reporting of groups, pages, and individuals to Facebook Ops
- Toxic meme creation and templating for widespread dissemination to various FB groups and pages
- Black Propaganda
- Red-pilling normies to convert them to their worldview
 - example video: <https://www.youtube.com/watch?v=c31NAbNF7PM>

 Seiji Yamamoto > FINE Analytics FYI ...
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 Write a comment... 

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 Sean Knauth (s@nauth)
Contingent Worker
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Obtained by Project Veritas.



Seiji Yamamoto > FINE Analytics FY1 ...
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Comment

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Write a comment ...



Live video raids

People To Follow

See All



Sean Knauth (senaudio)
Contingent Worker
Follow

62



Trolls congregate in small to medium sized groups to coordinate attacks on FB users

groupname	groupid	num_activated_members
Republic of Kekistan	1 248 453 011 888 354	27 153
DONALD TRUMP COMMANDER IN CHIEF Kekistanis spambot socials	1 678 146 688 141 792	14 275
Kekistan	1 677 750 082 020 711	4 632
Republic of Kekistan Escape Pod	255 192 950 938 161	1 719
People's Republic of Kekistan	185 945 578 756 430	1 109
The Republic of Kekistan (ouch free)	1 375 798 352 438 610	844
Federative Republike Kekistanu	1 672 961 179 336 145	917
Republic of Kekistan 2.0	513 825 102 075 282	547
Free Kekistani Army	1 567 259 676 841 981	501
The Kekistani Freestate	626 371 364 027 722	473
Kekistani Knights - Britannia Province	308 843 929 483 009	460
The Republic of Kekistan	1 323 444 361 328 126	425
Kekistan National Front	347 417 525 645 942	362
Kingdom of Kekistan	1 839 860 746 328 685	330
The Special Kekistani Avalon Battalion	1 692 103 059 771 781	312
Cuck-Free Republic of Kekistan	1 035 232 229 896 057	286
Republic of Kekistan Reloaded	653 723 054 838 948	268
Make Kekistan great again	635 425 530 510 477	204
The Free Standing Army of Kekistan	244 503 555 553 548	254
Temple of The Kekistan's	1 987 993 874 723 183	232
New Republic of Kekistan	147 516 292 513 256	221
Kekistan 2nd shabazzing army	114 253 822 530 472	221

Three Types of Raids

- 1)Real-time attack
- 2)Direct Action
- 3)Foreign Internal Defense



Joshua Prevost > Kekistani 4th Task Force- Mass

August 29 · 🌐

To any new members:

D.A. Raids- "Direct Action"

Basically going into lefty/normie pages and doing the usual raiding with memes, etc

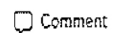
F.I.D.- "Foreign Internal Defense"

Infiltrating closed lefty pages and either raiding them or try to Red-pill members and take over the page



Serji Yamamoto > FINE Analytics FYI

Follow · September 30 · 🌐



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Sean Knauth (sknauth)

Conjunct Warden

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Public Page Raids

- Typically, a raid member will post a link to a Live Video in the troll group. From there, others can harass users by leaving toxic comments and memes in real-time
- Besides real-time raids, continuous DA raids are encouraged on MSM, e.g. CNN

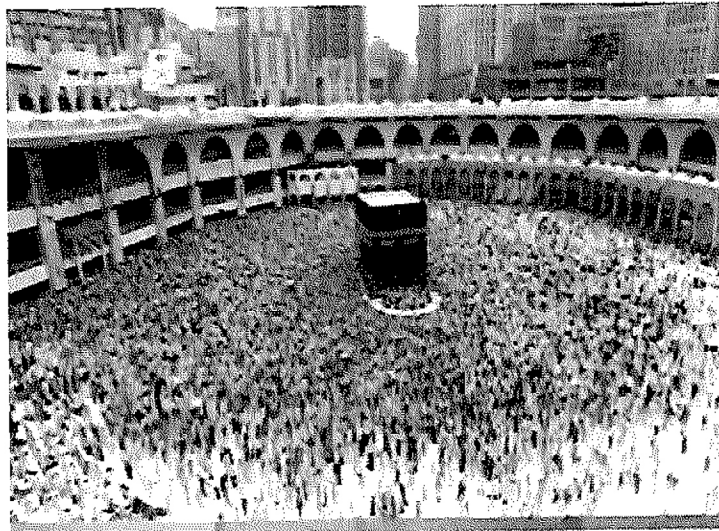


Randy Leap Jr · Republic of Kekistan 2.0
July 13 · 17

Okay folks, we need to refocus our efforts. The CNN sheep are back comfortably spewing nonsense and it makes me sick! No more alternate raid campaigns. Our only objective should be 24/7 shitposting CNN's social media outlets, preferably FB. If you're on your way to work, you can easily trash dove the page while driving, all you have to do is hit the sticker every 5 seconds to avoid a temporary spam block. I keep a folder with lengthy text shitposts, from I can easily copy and paste into the threads. We must not stop until CNN's followers give up and get tired of not being to comfortably suck each other off in the comment sections.

Anthony Kypreos shared a video to the group: Top Secret Kekistani Stream Raiding Group.
May 15 · 17

Go Go Go!!!



91,094 Views

من كان آخر كلامه لا إله إلا الله دخل الجنة
May 15 · 17

Like Page

استغفر الله العتيم من كل ذنب
لي ونواله ولا اله الا هو والجميع المسكين

See Translation



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People To Follow

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Sean Knauth (pknauth)
Contingent Worker
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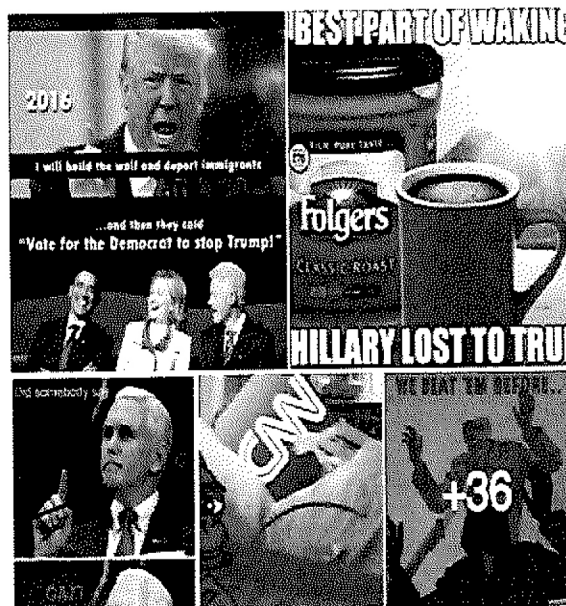
Obtained by Project Veritas.



Kekistani groups are used to create and share memes

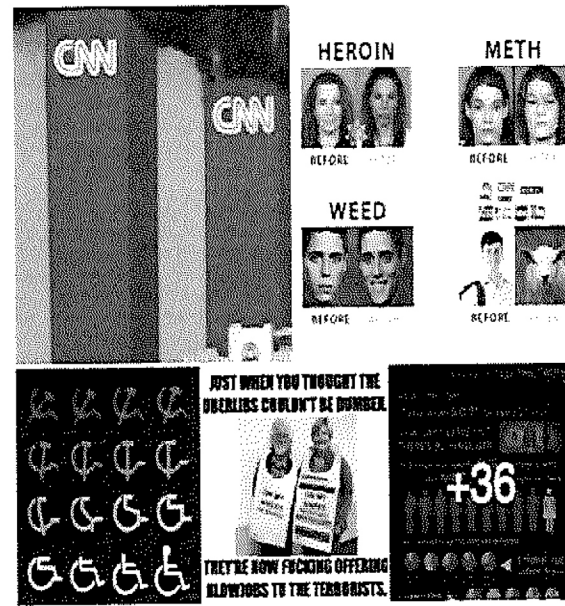
Jacob Parajecki · Kekistani Department of Special Forces Operations
September 10 at 7:00pm · 17

Fifth batch of darkness



Jacob Parajecki · Kekistani Department of Special Forces Operations
September 10 at 6:58am · 17

Fourth batch of darkness



By understanding the source of bad memes, we can choke off the distribution.

Example strategies:

- Cache the images shared in these groups and ban or demote them when someone else tries to share them later
- Collect these images as training data for classifiers
- Use these meme templates as "marked bills" to identify Troll accounts

Seiji Yamamoto · FINE Analytics FYI
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17

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Trolls target normie Pages, Groups, and Users to report to Facebook Ops in an attempt to get them taken down, or at least intimidate their targets

Jacob Parajacki · Kekistani Department of Special Forces Operations
September 11 at 11:58am · 17

Only posted this in closed groups and it still got taken down. Yes, I sent it. Might as well play the gender card.

Your photo was removed for displaying hate speech.

17 · 17

Our message

We removed one of your photos because it doesn't follow the Facebook Community Standards.

We created our standards to help make Facebook a safe place for people to connect with the world around them. Please read the Facebook Community Standards to learn what kinds of content are allowed on Facebook.

Since then, your photo shouldn't have been removed. You can reply to this message with more information and we'll review the photo again. If it doesn't go against our Community Standards, we'll restore it to Facebook.

You might consider this photo OK

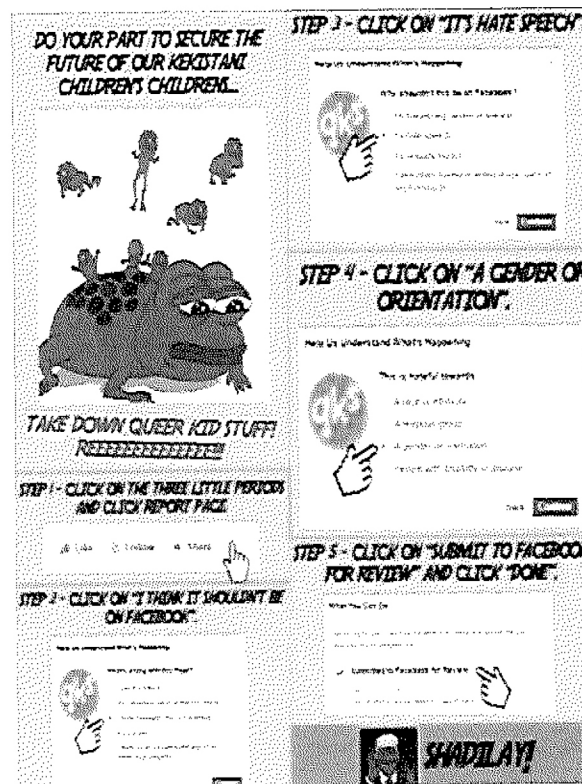


Your response

How dare you remove my post in my closed group of friends! I wanted to show them that I now identify as ~~goddamn/goddamn~~ because I have to say that I help people while screwing them over, and because I don't identify as a man or woman. This outrages me to no end! How dare you, you genderfascistic pigs!

Jorge de Arca · Kekistani Collective
May 19 · 17

New target...



Seiji Yamamoto · FINE Analytics FYI
Follow · September 30 · 17

Like · Comment · Share

Write a comment · 17 · 17 · 17 · 17 · 17

People To Follow

See All

Sean Knauth (@sean_knauth)
Contract Worker
Follow



Trolls also infiltrate "normie" groups using fake accounts, then coordinate raid times

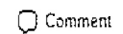
These raids will occur soon

Kekistani Department of Special Forces Operations, fbid: 486035475095707

https://docs.google.com/spreadsheets/d/1HEQLBevBZH7hxSgD4U2XyZJ9NuNwEEeka_u1T5y-rDY/edit#gid=0



Seiji Yamamoto · FINE Analytics FYI
Follow · September 20



Write a comment



KDSFO List of Targets (FEEL FREE TO EDIT)

File Edit View Insert Format Data Tools Add-ons Help Last edit was made 8 days ago by anonymous

100% 5% .00 .00 123 Arial 10 B I U A

	A	B	C
	Group Name	Link	Possible Date for Raid?
1	Donald Trump Clown University	https://www.facebook.com/groups/227796497675159/?ref=group_browse_new	9/15/2017 7:30 PM
2	Donald Trump is a Disgusting Pig	https://www.facebook.com/groups/disgustingpig/?ref=group_browse_new	9/18/2017 7:30 PM
3	Democrats Are Stronger Together	https://www.facebook.com/groups/DemocratsAreStrongerTogether/?ref=group_browse_new	9/21/2017 7:30 PM
4	Proper Trumps Clown University	https://www.facebook.com/groups/1171720319580631/?ref=group_browse_new	9/24/2017
5	Anti-Trump Memes and Videos Resource	https://www.facebook.com/groups/stoppingfacism/?ref=group_browse_new	9/27/2017
6	THE PEOPLE VS. DONALD TRUMP	https://www.facebook.com/groups/869495886512301/?ref=group_browse_new	9/30/2017
7	Anti Trump Memes	https://www.facebook.com/groups/1774619239445679/?ref=group_browse_new	10/3/2017
8	Don't Hate Debate	https://www.facebook.com/groups/1661761084096928/?ref=group_browse_new	10/6/2017
9	Democrats United Against Trump	https://www.facebook.com/groups/327825637551337/?ref=group_browse_new	10/9/2017
10	I Hate Donald Trump	https://www.facebook.com/groups/754645274676287/	9/13/2017 7:30 PM
11			
12			
13			
14			

People To Follow

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Sean Knauth (Knauth)
Conjunct Vlogger
Follow

Obtained by Project Veritas.



Pearl Party

Live video: 679737648883462

Bouncer: <https://fburl.com/7850wmki>



Fred Taylor shared Mary Ray by Debbie's live video to the group: Kekistans Raiding Army.
September 13 at 4:30pm · 17



142 Views

Mary Ray by Debbie was live
September 13 at 4:00pm · 3

<https://www.mymaryray.com/DEBBIE/shop/catalog.aspx...>

Like Page



Pearls for DAYZ · 21:03 can you show more cleavage?

Like · Reply · September 13 at 4:19pm



Pearls for DAYZ · 22:11 are your tits saggy outside a bra???

Like · Reply · September 13 at 4:20pm



Chad Normiphaggitout Ozturk VIII · 22:50 Please get these trolls out of here

Like · Reply · September 13 at 4:20pm



Pearls for DAYZ · 23:01 OMG GUYS BARBARA JUST SENT ME HER TITS OVER PM

Like · Reply · September 13 at 4:21pm



Seiji Yamamoto · FINE Analytics FYI
Follow · September 10

Like

Comment

Share



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People To Follow

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Sean Knauth (sknauth)
Contingent Worker
Follow

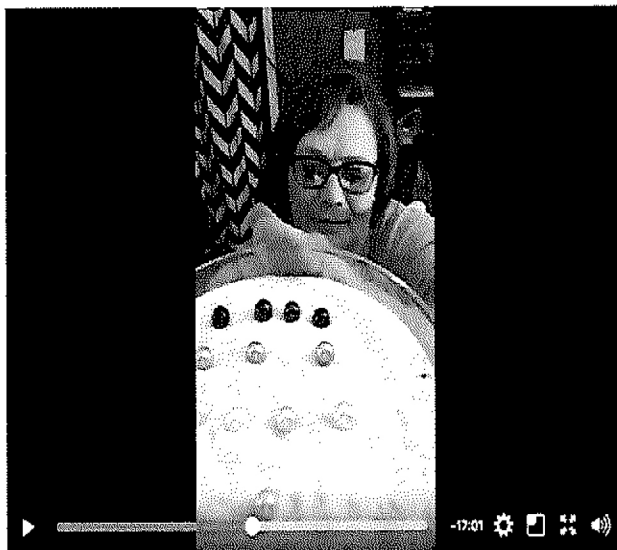
Obtained by Project Veritas.



Pearl Party


Live video: 1341354865963747


Bouncer: <https://fburl.com/b71qgdib>





Pearl Chic- Teri's Southern Shuckin' [View](#) [Like](#) [Comment](#) [Share](#)


127 views




 Calnads McHoodyhoo · 17:51 Does your shirt say suck time?? If it does I need one ❤️
Like · Reply · 1 · September 14 at 12:52pm



 Calnads McHoodyhoo · 19:55 The great meme war has many veterans. Never forget their physical and mental wounds
Like · Reply · 1 · September 14 at 12:54pm

 Fred Taylor · 21:50 Whats the minimum purchase for shipping over seas? Im stationed in Kekistan. 🇺🇸
Like · Reply · 1 · September 14 at 12:56pm

 Calnads McHoodyhoo · 24:39 Any frog pendants or charms?
Like · Reply · September 14 at 12:59pm

 Seiji Yamamoto · FINE Analytics FYI
Follow · September 30

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 Sean Knauth (seanauth)
Contingent Worker
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Kekistani members distribute meme templates, significantly multiplying the impact

According to PhotoDNA in Bouncer, this one meme shared by Jacob Parajecki in Kekistani Department of Special Forces turned into 136,059 photos

Fuzzy PhotoDNA photo cluster	Blocked?	Size	Users
 <p>1050065911787912 Cluster quality: 1.00</p>	<p>unknown No exact match clusters blocked</p>	<p>136,059 photos (estimate) in 5,978 exact match clusters See up to 2k match clusters in Bouncer Child cluster distances</p>  <p>View In CareML Fanout Visualizer</p>	<p>44 users in the cluster (~1 photos / user)</p> <p>Account FB Aves</p>  <p>Account Linfs</p>  <p>Account FAIs</p>  <p>Account Commonalities</p> <p>Failed to fetch commalities: Throttling request to service 'cocoon.aggregator.insights' because of high error rate of 75.17020416259766 TAAL[BLAME_dirs,www/filib/core/servicerouter/,www/filib</p> <p>lots of fake accounts</p>

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Doxing and harrassement

Sophie Labelle's story is well documented
This is the actual post where she was doxed

Here is another case of doxing and harassment

Angry to be labeled a Nazi "just because"
he believes in Racial Purity



Seiji Yamamoto · FINE Analytics FYI
Follow · September 29

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Write a comment...



Top Secret Kekistani Stream Raiding Group
This is the team who put us out of our home. The rest is up to you.
8:41 PM
90%
ip: whoisinfo.online
Registry Registrant ID:
Registrant Name: Sophie Labelle
Registrant Organization: Assigned Male
Registrant Street:
Registrant City: Montreal
Registrant State/Province: QC
Registrant Postal Code: H1T2E2
Registrant Country: CA
Registrant Phone:
Registrant Phone Ext:
Registrant Fax:
Registrant Fax Ext:
Registrant Email: sophie@
Registry Admin ID:
Admin Name: Sophie Labelle
Admin Organization: Assigned Male
Admin Street:
Admin City: Montreal

http://www.huffingtonpost.ca/2017/05/23/sophie-labelle-threats_n_16771104.html

Billy McGee · Top Secret Kekistani Stream Raiding Group
May 23, 2017
Im not being labelled a Neo Nazi. Just because I believe in Racial Supremacy, Racial Purity and Ethnic Cleansing does not make me a Neo Nazi. I gave a standing, homeless muslim a hamburger from McDonalds once. Im a good guy. Lets raid a bitch.



Sophie Labelle's trans webcomic page "Assigned Male Comics" got taken down by Neo-Nazis.

Yeah, seriously. Pathetic sons of bitches.

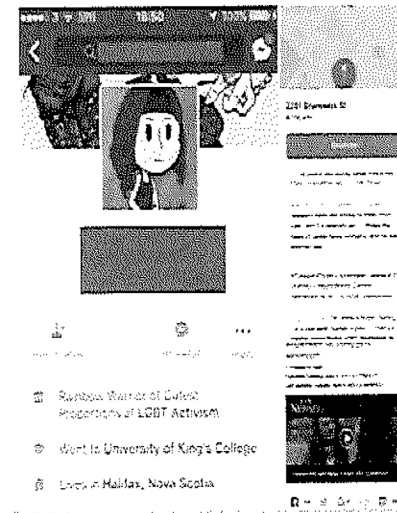
She will be doing an event tonight at 7 P.M. at [redacted] to show her ind her. It sign a copy cation in N.S.

"But then I get smaller groups attacking me pretty much every other day— we're talking about a couple dozens of people— so really my daily life is to ban those people and to delete their comments."

Labelle said after one of the hate groups was shut down by Facebook, she became the main target and began to receive hateful messages and anti-LGBTQ images. Her home address was also posted online, forcing her to move.

She runs an popular Facebook page called Assigned Male Comics, where she regularly posts her work. Her storylines are focused on LGBTQ characters — mostly youth and teenagers — as they navigate life.

Billy McGee · Top Secret Kekistani Stream Raiding Group
May 23, 2017
Here's info on the one calling us Neo Nazi's. looks like she has a criminal record too :)



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Concurrent Worker
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This is the group that doxed Sophie Labelle

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Write a comment ·

Top Secret Kekistani Stream Raiding Group (119745275263084)

Status: Active
Display Time Block Status: Active
Created: 138 days ago (5/10)
Updated: May 16 at 11:48am
Days active (LW): 43
Privacy Status: SECRET
Purpose: Team (teammates)
Members: 146
Confirmed Members: 135
Meaningful Connections: N/A
AnyAdminHighFAI SmallGroup ConfirmedMemberRatio25 LInfinityMidExcl RecentNewAdmin
ConfirmedMemberRatio50 ConfirmedMemberRatio75



No Normies!!!! Post live streams to raid No spamming Snitches get stitches No advertising pages or groups unless permission granted by admins or mods Don't use your personal accounts to raid

They've been lying low, but recently became active again

People To Follow · See All

Sean Knauth (sknauth)
Contingent Worker
Follow

Some Kekistani trolls publish pro-Putin/Russia content

FSID: 1010605564387047

Vai Kosulin
September 14 at 12:00pm

The NATO/US-hug terrorists are hysterics because they can't expand their chaos operations to Belarus and Russia. I can already imagine them throwing a tantrum, due to ISIS being kicked out of Syria. The globalists plan is to get the last standing world powers to go to war, so they, those countries can be eliminated and NWO (globalists) together with the Zionist bankers, can rule the world. They've been planning this for a long time, a one world government, NATO has only been... See More



Facts vs hysteria: What you need to know about Zapad 2017 drills

The joint Russia-Belarus Zapad 2017 military exercises have kicked off and ongoing hysteria from western officials and media over their nature, numbers...



Like Share

0/0

34 Shares

Jack Dawson we love and support Russia
Like September 14 at 4:15pm

Kekistan members from Russia often share links from RT and Sputnik and offer their praise for Putin/Russia



Toyer! Levy You right Mr Putin.but these fools are lusting for war.to keep the IMF afloat.and they need another false flag attack. But thanks again. For kicking their butts out of Syria



Like 1 • September 6 at 9:56am



John Moss Putin is absolutely against a first strike or a nuclear war. Russia's impressive defensive military technology will keep Russia safe, Putins main concern is the loss of innocent lives, a quater of the world's population would be wiped out in a day if the US went on a first strike which Russia can contain. Would Putin retaliate with a full strike or would he take the loss of life into account and just go around and electronically fry the USMIC command system which would disable it's whole missile system Air, Land & Sea. the bad guys are planning to start WW3 wipe out 5 billion people and rise up from DUMB'S to be the new occupiers of Earth.....Russia has All their DUMB'S coordinates. Russia & China have been doing joint anti terrorist with massive numbers of troops and heavy equipment, NATO has gone real quiet, Noone wants a war they can't win but the deepstate US thugs who care for no one but their empire

Like 1 • September 6 at 10:22pm

Like Comment Share



Write a comment



People To Follow

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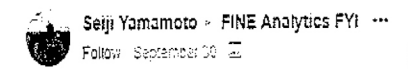


Sean Knauth (sknauth)
Contingent Worker
Follow

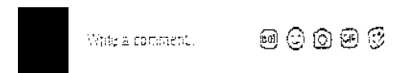


We can use world2vec embedding to find more questionable accounts

- Examples of users embedded close to Russian Trump fans
 - <https://fburl.com/3hebfiz4>
- Examples of users embedded close to probable fake accounts
 - <https://fburl.com/ysjunywn>



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Obtained by Project Veritas.



FAI score helps us identify fake accounts

UID: 100010225269132



Fake Account Index from Deep Entity Classification -
a number between 0 and 1,
the higher, the more fake we think the user is.
Values > 0.5 are suspicious, > 0.9 is definitely fake.
Result N/A indicates that there is no computed score
for the account. In that case it is safe to assume
that the user is suspicious.

FAI: 0.799
FAI: 0
Account Value Score: 0.9425
Reg Fake Confidence: unknown
Days active (L): 494
Endpoint history (35): WebsiteEventController: (45%)
Has been seen on proxy
From: Vyazma, Smolensk Oblast, Russia; currently in:
Ivanovo, Ivanovo Oblast, Russia
Guards results: No accounts related.
Feature Limits:
group_create: Tuesday, October 3, 2017 at
11:55am

2240 friends (710 disabled).
275 rejected friend requests (0%)
0 hidden friend requests (0%)
8 marked as spam friend requests (0%)
2 friends marked user content as spam (0%)
7 people marked user content as spam
143 people defriended me (4 in last 14 days)
43 people defriended by me (0 in last 14 days)
0 subscribers
207 subscriptions



Seiji Yamamoto » FINE Analytics FYI ...
Follow September 26

Like Comment Share

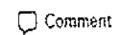
Write a comment...

People To Follow See All

Sean Knauth (@sknauth)
Contingent Worker
Follow



Selji Yamamoto · FINE Analytics FYI ...
Follow · September 20



Write a comment ...



People To Follow



Sean Knauth (sknauth)
Consistent Worker
Follow

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Other signals complement FAI which, like all classifiers, isn't perfect

UID: 100000650872069

Olga Mertsalova (47/Female)

UID: 100000650872069

Status: Active

Age: 47 yrs (08/19/1970)

Registration: 2811 days ago (01/15/2010)

Last login: 11 hrs (2017/09/26 3:27am PDT)

olgaocceanlove@rambler.ru

FAI : 0.097

HAI : 0

Account Value Score : 0.9628

Reg Fake Confidence : unknown

Days active (👤) : 2083

Has been seen on proxy

From: Tambov, Tambov Oblast, Russia, currently in: Tambov,
Tambov Oblast, Russia

5000 friends (75 disabled),

89 pending friend requests

174 rejected friend requests (3%)

1 hidden friend requests (0%)

49 marked as spam friend requests (0%)

1 friends marked user content as spam (0%)

1 people marked user content as spam

1420 people defriended me (4 in last 14 days))

197 people defriended by me (0 in last 14 days))

720 subscribers

153 subscriptions

low FAI doesn't
seem right for
this case

suspicious
friend stats

a) too many memberships
b) lots of blocks
c) lots of rejections

Group Stats of the User:

Admin of 0 groups.

Confirmed Member
of 2747 groups.

Unconfirmed Member
of 288 groups.

Blocked by 98 groups.

Requested to be
in 22 groups.

Rejected by 125 groups.

Left 265 groups.



d) fake profile photos



Viewership of Kekistan trolls

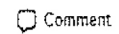
- 70k = # members across 326 groups with "Kekistan" in the name
- 590MM = # comment VPVs earned by those 70k Kekistanis over 30d
- 44MM = # of distinct users who viewed a Kekistani comment over 30 days
- 66B = # vpvs on the posts that Kekistanis commented on



Selji Yamamoto · FINE Analytics FYI ·
Follow · September 29



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Comment



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Sean Knauth · (knauth)
Contract Worker

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Obtained by Project Veritas.



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Write a comment...



What can we do about it?

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Sean Knauth (sknauth)
Contingent Worker

 Follow



The on-going war against trolls

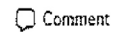
- Ops teams are aware of raid groups
 - <https://our.intern.facebook.com/intern/tasks/?t=18225052>
 - <https://our.intern.facebook.com/intern/tasks/?t=19493990>
 - <https://our.intern.facebook.com/intern/tasks/?t=22035610>
 - <https://our.intern.facebook.com/intern/tasks/?t=18449098>
 - <https://fb.facebook.com/groups/1927322040837047/permalink/1955031634732754/>
 - <https://our.intern.facebook.com/intern/tasks/?t=4218588>
- They've been fighting trolls for years
 - https://our.intern.facebook.com/intern/wiki/Internet_Troll_Team/
 - https://our.intern.facebook.com/intern/wiki/Trolls_Policy_and_Operational_Guidelines/
 - https://our.intern.facebook.com/intern/wiki/FB_Troll_Operational_Decision_Tree/



Seiji Yamamoto > FINE Analytics FYI ...
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People To Follow

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Sean Knauth (smaum)
Contingent Worker
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Obtained by Project Veritas.



Account deletions will slow them down...



Seiji Yamamoto · FINE Analytics FYI ·
Follow · September 30 ·

Like · Comment · Share



Write a comment...



Michael Seery · Top Secret Kekistani Stream Raiding Group ·
May 19 ·

We're all being targeted now guys I've lost my main account to the zucc it's not even funny anymore



Chris Kimbo · Top Secret Kekistani Stream Raiding Group ·
May 19 ·

Boys. Lay low for now. No more raids until we all get shit sorted out. Looks like even an affiliation to the groups can get you banned, since my main hasn't been used to raid in a looong while. Stay safe lads.



Dawn Sid Roam · Top Secret Kekistani Stream Raiding Group ·
May 19 ·

It definitely isn't funny being zucked anymore as Michael said. I was zucked on my main like three days ago and I lost alot of shit including photos of dead family members and photos from my families past which were destroyed in a house fire when I lived in Colorado. Those arsholes will pay for all the pain they caused all of us and expecially me. This is Zachary Ogden AKA Corporal Pepelicious of the 420th raiding team.



Chris Kimbo Mejia · Top Secret Kekistani Stream Raiding Group ·
May 17 ·

Alright lads. Kek Knight here to bring a warning for all loyal members. When you raid, PLEASE USE AN ALT ACCOUNT. A few good men lost their main accounts and everything they had. Bring the fight to them SJWs and teach em a lesson for Zuccin our boys, and avenge them. Also PLEASE DON'T MENTION KEKISTAN IN UR RAIDS. We do not want our main pages to get Zucced like the previous ones.



Wittman Rommel · Top Secret Kekistani Stream Raiding Group ·
May 17 ·

Fellow raiders, my account @ Shady Lay Belter will be my backup. im probably getting the zucc today in this one, so please accept that one and kick this one out, or leave it idk

People To Follow

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Sean Knauth (sknauth)
Contingent Worker
Follow



...but won't stop them

Seiji Yamamoto • FINE Analytics FYI ...
Follow September 20

Like Comment Share

Write a comment

FBID: 1669289513032380

Mike Helljumper Ford • K.O.C. (Kekistani Operational Command) ...
September 14 at 6:25am

I got ZUCCED for 7 days. In free now my
dudes time too make some kids cry!!!!!!

Like

Mork Cuckerberg • Kekistani Collective ...
May 18

Zuckerberg can keep ruining my fun but I'll just keep making socks



Michael Seery • Top Secret Kekistani Stream Raiding Group ...
July 14

Hey all I'm away its been a while
Due to the constant zuccing on many of the admins, mods and general
raiders some of the admin team had to law low for a while I feel that it
should be safe however when we raid he sure not to use your real accounts
as mentioned before the zucc hates memes and he hates us
Happy raiding.
Shadilay Brothers

FBID: 1655599261119672

Darien Parlick • K.O.C. (Kekistani Operational Command) ...
August 28 at 2:00pm

Im back dear allies. I was zucc'd by a loser named "Avi Goodman" and it
has come to my attention that we should all have at least one alt account.
Please inbox me from your alt account so i can add it here. If anyone
wishes to raid this man Avi please let me know. He makes a point to report
all things related to Kekistan
-Shadilay

People To Follow


See All




Sean Knauth (seanauth)
Contingent Member
Follow






Strategies we use today

- Existing strategies
 - suspend or delete bad accounts
 - delete bad content
 - demote bad content
- Challenges
 - Trolls simply open new accounts
 - The content trolls attack is not itself bad
 - Demotion of comments and posts may not be swift enough
 - Once the target has seen the comment/post, the damage is done
- That said, we should still of course delete and demote, but we can do even more...

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What else can we do

- Trolls come in different flavors
 - (A) Disenchanted youth
 - Tactic 1, introducing friction via the Troll Twilight Zone will confuse and demoralize them
 - Taking the fun out of the process will rob these trolls of their primary motivating force
 - (B) Organized white supremacists/nationalists
 - Tactic 2, making them accountable to friends and family, often works in the real world so we should try it online
 - (C) State-sponsored agents
 - Tactic 6, supported by Tactics 3, 4, and 5
- More details for each tactic on the following slides

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
Tactic 1: Interfere with troll operations

- Troll Twilight Zone GK

- 1. Find troll accounts and add them to a special GK
- 2. When triggered, the users behind the Troll GK will experience the following
 - drastically limited bandwidth for a few hours
 - auto-logout every few minutes
 - auto-direct to home timeline every few minutes
 - comments and posts that they spend time crafting will magically fail to upload, then user will be logged out
- 3. Trigger the “special features” when
 - Raids are detected, e.g. when known troll associates are simultaneously viewing the same content
 - User uploads a comment or post with a match on our bank of known troll munitions (see Appendix)
 - Leading up to important elections (pre-cautionary)
 - Just because it’s Nov 4 (pre-cautionary)

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Tactic 2: Notify friends when high-confidence account suspensions and deletions take place

- When a user does something egregious, warranting an account suspension or deletion, we should notify the friend network
 - "John Smith's account has been suspended for 7 days because he shared hate speech in the group Kekistani Special Forces"
 - "John Smith's account has been deactivated for community violations"
 - "Four of your direct friend connections were found to be fraudulent accounts so we have deactivated them. Learn more about how to spot fake accounts [here](#)."
- Fear of being outed as a miscreant is what regulates behavior in real life and we should re-introduce that to the online world
- Notified users who accidentally befriended the offender might be more mindful of suspicious accounts, increasing overall herd immunity
- Notified users who are also offenders might curtail their own activities
- We don't necessarily need to do many of these to strike fear in the hearts of trolls, so these can be very high touch notifications
- This would provide clear public signaling that FB takes the issue seriously



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Tactic 3: Toxic meme cache



- Collect





- meme templates shared in Kekistani groups
- community reports
- human labeled memes obtained via prevalence estimation pipelines
- examples added by Ops analysts

- Deploy

- Upon user upload, only post memes that don't match the meme cache
 - Consider starting this just for users in the Troll Twilight Zone
- Train image classifier which can be used for ranking demotion
- Flag accounts that post content with matches to the meme cache

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Tactic 4: Toxic comment cache

- Trolls often paste the same comments (see appendix for examples)
- Collect
 - NFX reports of hate speech or harrassement
 - human labeled comments obtained from prevalence pipelines
 - examples added by Ops analysts
 - curation via text clustering and/or classifiers to identify candidates then sending for human review
- Deploy
 - Upon user upload, only post comments that don't match the toxic comment cache
 - Consider starting this just for users in the Troll Twilight Zone
 - Train comment classifier which can be used for ranking demotion
 - Flag accounts that post comments matches to the toxic comment cache

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Tactic 5: Build a troll classifier

- Build classifier that predicts if a user is a Troll
- Trolls have distinct vocabulary with rare words
 - cuck, zucked, REEE, normie, IRL, lulz, Shadilay, etc.
- Accounts that post anything with hits to the meme cache or toxic comment cache are more likely to be trolls
 - Troll memes and toxic comments are like marked bills which we can use to identify trolls
- Membership in certain groups and associations with other troll accounts would likely help
- This could be a stand-alone classifier, or be integrated into Deep Entity Classification and the Fake Account index



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Tactic 6: Develop Ops tools to explore, review, and action on communities of fake accounts

- State sponsored trolls develop networks of fake accounts with seemingly realistic interactions to make them seem legitimate
- We should develop tools for Ops analysts to explore, review, and action on networks of accounts
 - Browse complete (not just partial) comment threads in Bouncer, Post Classifier, or some other tool
 - Explore friend connections
 - Explore group membership and Page fanning
 - Provide daily "account leads" for proactive Ops review based on
 - Troll classifier
 - Meme cache hits
 - Toxic comment cache hits
 - Other patterns we develop


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Ideas for next steps

- Find more trolls to better estimate negative impact to ecosystem
 - Use world2vec embedding
 - Use social graph associations
- Understand fake accounts communities
 - Some accounts are maintained to look real which all the attack accounts add to their friend network. They do things like tag the attack accounts in photo albums. Better understanding how syndicates construct entire fake account communities (rather than individual accounts) will help us mitigate them.
- Deep dive on white supremacists/nationalists
- Deep dive on black propaganda
- Deep dive on state-sponsored activities
- Deep dive on trolls with a divisiveness agenda

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Obtained by Project Veritas.



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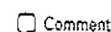
Examples of troll comment munitions

- YOU SAID NOTHING.....1. You said nothing when Obama used drone strikes to execute people abroad.2. You said nothing about Russia for 50 years until Trump was inaugurated.3. You said nothing about Hillary's campaign manager's brother being paid \$175,000 to lift U.S. sanctions on Russia.4. You said nothing when Obama engaged in military interventionism in Libya without Congressional approval.5. You said nothing Obama greatly expanded presidential power through the use of Executive Orders.6. You said nothing when Obama filled his White House with lobbyists after he said he wouldn't.7. You said nothing when Obama gave 47 of his fundraisers Administration jobs.8. You said nothing about the murders and rapes at the hands of illegal immigrants.9. You said nothing when Hillary's net worth rose over \$100 million as Secretary of State, in part, because her husband took money from foreign governments.10. You said nothing after Obama's net worth rose over \$10 million as President.11. You said nothing when Obama's Justice Dept. Wiretapped/surveilled reporters such as James Rosen and the AP.12. You said nothing when Obama restricted immigration 6 times with Executive Orders.13. You said nothing when Obama set a record for deportations.14. You said nothing when Bill Clinton met Loretta Lynch on the airport tarmac during the Clinton investigation.15. You said nothing when Hillary was fed debate questions.16. You said nothing when Obama and Hillary lied about a video and Benghazi.17. You said nothing when Obama's IRS abused the rights of taxpayers.18. You said nothing when Obama's White House held meetings with lobbyists in coffee shops near the White House to avoid disclosure requirements.19. You said nothing when Eric Holder sold the guns you hate to criminals and some were used to kill Americans.20. You said nothing when the Clinton's took White House property.21. You said nothing when Hillary laughed off defending a child-rapist.22. You said nothing when Hillary lied about her private use of a private email server as Secretary of State.23. You said nothing when Janet Reno, under Bill Clinton, used a tank to kill the Branch Dividians.24. You said nothing when, on May 13, 1985, a bomb was dropped on a row house in Philadelphia to uproot the black liberation group known as Move, resulting in a fire that eventually burned down 61 houses, killed 11 people (including five children) And injured dozens.25. You said nothing was Elian Gonzales was forcibly deported using guns.26. You said nothing when George Soros paid protesters to burn parts of Ferguson.27. You said nothing about states' rights until Trump's Executive orders on immigration.28. You said nothing about Obama's smoking.29. You said nothing about the record numbers of people on government assistance.30. You said nothing about the number of part time and low paying jobs under the Obama recovery.31. You said nothing when Obama claimed that the Fort Hood shooting was "workplace violence" rather than terrorism.33. You said nothing about when Obama ended some environmental laws—but no charges were filed.32. You said nothing when Obama had SWAT teams raid a Gibson guitar factory and seize property, on the purported basis that Gibson had broken India's terror asylum restrictions, by allowing asylum for people who provided only "insignificant" or "limited" material support of terrorists.34. You said nothing when the national debt doubled under Obama.35. You said nothing when 9 times the Supreme Court unanimously overturned Obama's expansive use of Executive Power.36. You said nothing when Obama dismissed charges filed by Bush Administration against New Black Panther Party members who were videotaped intimidating voters at a Philadelphia polling station during the 2008 election.37. You said nothing when Obama released Guantanamo detainees were released and went back to kill Americans.38. You said nothing when Obama unilaterally changed Congressional law by Executive Order.39. You said nothing when Obama fired an inspector general after investigating an \$850,000 AmeriCorps grant received by a nonprofit run by former NBA star and Obama supporter Kevin Johnson.40. You said nothing about the 36 Obama's executive office staffers that owed \$833,970 in back taxes.41. You said nothing when Obama Killed four Americans overseas in counterterrorism operations without a judicial process. So if you are voicing your objections about the months of Trump, I'm sorry... we can't hear you because you said NOTHING before!!!
- Let's back up and get some perspective here - has the KKK or any Neo-nazi organization been labelled terrorist? Antifa is being propagandized by MSM, rather successfully, it seems. It is anti-fascist, and aren't we all? To label them commies, or to even suggest they are organized to an extent that is threatening (to who? fascists?) is hysterical, ignorant hyperbole. Take a step back and KNOW THINE ENEMY."
- Not only are they terrorists but, they should also be referred to as \"Cucks\" at every opportunity. Let's be honest, they are cucks and, they are acting out with aggression and violence to counter their own feelings of inadequacy. If they felt that they had ANY control over their own lives, I don't think that they would be the problem that they are.
- What the fuck did you just fucking say about me, you little bitch? (u2019ve have you know I graduated top of my class in the Navy Seals, and I\u2019ve been involved in numerous secret raids on Al-Qaeda, and I have over 300 confirmed kills. I am trained in gorilla warfare and I\u2019m the top sniper in the entire US armed forces. You are nothing to me but just another target. I will wipe you the fuck out with precision the likes of which has never been seen before on this Earth, mark my fucking words. You think you can get away with saying that shit to me over the Internet? Think again, fucker. As we speak I am contacting my secret network of spies across the USA and your IP is being traced right now so you better prepare for the storm, maggot. The storm that wipes out the pathetic little thing you call your life. You\u2019re fucking dead, kid. I can be anywhere, anytime, and I can kill you in over seven hundred ways, and that\u2019s just with my bare hands. Not only am I extensively trained in unarmed combat, but I have access to the entire arsenal of the United States Marine Corps and I will use it to its full extent to wipe your miserable ass off the face of the continent, you little shit. If only you could have known what unholy retribution your little \"cclever\" comment was about to bring down upon you, maybe you would have held your fucking tongue. But you couldn\u2019t, you didn\u2019t, and now you\u2019re paying the price, you goddamn idiot. I will shit fury all over you and you will drown in it. You\u2019re fucking dead, kiddo.
- Think about this in American history we never been at war with Russia but in 1801 we declared war on islam then in 1952 we banned them because of the ideology of taking over the world also 9/11 and Muslim brotherhood was considered a terrorist group then we vote in Obama a Muslim plant I believe he then put Muslims in government in every law making job and education common core was designed by muslims also hired over 300 Muslim liberal judges and funded the enemy in every form like mosque in every city in America and shipping them in by the boat loads now we are fighting to keep our own laws this is happening faster then you think the nwo is funding alot of this stuff also the Obamacare is a invasion to our personal information as far as taxes and gun rights go they made the doctors ask kids if there are guns in the house then we have new fema camps that look like prison camps this is all planned out thier is so much to this it is hard to put it all together but I see it happening look into the Muslim brotherhood project on the NWO also the Rothschild want a new money market to add to that\"Z9



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Glossary

- Kekistan = Satirical ethnic nation of shitposters invented by 4chan users (notably Sargon of Akkad). Some Kekistani are misogynistic, racist, neo Nazis. Some are disgruntled young people (usually male) who dislike being politically correct but are not necessarily Nazi sympathizers. Unified around a firm belief in free speech and by shared disdain (hatred) of SJWs.
- shitposting = posting offensive material on social media
- SJW = social justice warrior = derogatory phrase for liberals
- MSM = main stream media
- lulz = feeling of glee
- normie = normal person; someone who has not been red pill
- red pill = allusion to The Matrix where Neo becomes aware of true reality after taking a red pill offered by Morpheus; alt-right version of "woke"
- Kek = lol from World of Warcraft. Often used by online gamers. Recently co-opted by trolls. Like Pepe the frog, it wasn't always associated with the alt-right, but it is now. Refers to ancient God now worshipped, ironically, by online trolls.
- Trash dove = Purple dove that some satirists joked they could make into a hate symbol by morphing it with a Nazi eagle (see slide 5). Many take glee in the MSM's perception of it as a hate symbol. Of course, now it kind of is a hate symbol.
- IRL = In Real Life
- REEEE! = War cry often used by 4chan trolls
- Shadilay = Reference to an Italian song that has erie associations with green frogs
- Shoe on head = Reference to getting online entertainer (used to be sex entertainer) to do what the viewer requests. Now used in the context of raids on Facebook Live Videos
- Overton Window = Boundary of acceptable public discourse. Trump has "shifted" the Overton Window so that politicians can now make racist remarks without repercussions. Title of 2010 "factional" book by Glenn Beck



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Seiji Yamamoto (seiji Yamamoto) Data Scientist

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Make Post Photo/Video

Give Seiji some thanks or share a thought.

Add Photo/Video

Add Activity



Seiji Yamamoto to Shielding

November 7 · Formatted

Question on IP Address associated with Viral Content Shield

Apologies if this is the wrong group for this question.

I noticed the Viral Content tag applied to some pages that I was viewing through the object admin tool. Associated with these admin events are IP addresses that come from various places around the world. Are these internal systems? Why are the IP addresses all over the place?

What specifically triggers the Viral Content tag to be added? Is it always automated or is it sometimes applied manually?

Thanks!

Marla Minakova

Like



Seiji Yamamoto shared a link to the group: Feed
Integrity: Objective Content Quality
January 17 · 24 · Formatted

We need to focus more on hatefulness

We all agree that hate speech needs to be stopped, but there's quite a bit of content near the perimeter of hate speech that we need to address as well.

If you haven't seen this yet, I highly recommend reading the huffpost article on the alt-right movement:

[http://highline.huffingtonpost.com/...](http://highline.huffingtonpost.com/)

Addressing this sort of content needs to be more of a focus of our efforts. Some of the worst content is coming from dailystormer and there is a disheartening number of articles on News Feed coming from that domain. Just do a search and you'll see. 5.5 million people have Liked the American News page. For comparison, the Washington Post only has 5.1 million likes.

This huffpost article will help you understand some of the protagonists like Richard Spencer, Milo Yiannopoulos, Andrew Anglin, Matthew Heimbach, and Stephen Bannon. Part of the success of the Daily Stormer lies in their strategy to make the content more entertaining to appeal to a larger audience and garner more engagement.

We need to adapt to the new vocabulary: cucks, googles, bings, yahoos, fishbuckets, snowflakes, sjw, libtard. Meme-magic is also an important strategy of the alt-right which we need to start tackling. I wonder how much hate prevalence estimates may rise if we extend our definitions to include content from the alt-right and alt-lite (i.e. hatefulness rather than technical hate speech). The existing dashboard is here:
<https://fburl.com/ijst9bsh>

Some great prior work by Kristin Hendrix, Wei Wang, James Li, Jade, and Helena, is here:

<https://fb.facebook.com/groups/7170...>

<https://fb.facebook.com/notes/wei-w...>



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Alex Leavitt We need to recognize that a lot of the 'hateful' content is coming from right-leaning sites (not only in the content but also in the framing for audiences, re: strategies to get people to click). It is not going to be balanced... (Greg Marra)

I really wonder what kind of results we would find from a predictive model of clicking across ideologies based on the framing of particular content. Pretty confident we could map out these framing strategies: e.g., bipartisanreport.com, which has "plain" headlines for liberal articles and "sensational" ones for conservative articles, though I bet they tried sensational ones for liberals and found it wasn't working.



- News

News

BIPARTISAN REPORT · CREATED 6 YEARS AGO

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2



Leena Im Justine fyi

Like · 46w



Alex Leavitt We also saw "avoid controversy or drama" as a major barrier to commenting, re: Kristin's finding in the link above: "People report that, when they see hateful content in their News Feeds, it's in the comments on a post (50%) or when someone shares a hateful article/link (46%)"

Like · 46w

1



Shengbo Guo Thanks Seiji Yamamoto for pointing this out. From Grace Jackson/Kristin Hendrix UX Study on Landing Page Quality, Objectionable content -- Hateful, Sexual, Violent is ranked in the Top 5 reasons causing poor landing page experience. Kristin Hendrix/Grace Jackson are leading the efforts in Landing Page Labeling, which will cover the "Hatefulness". cc Sara Su Mike Bailey

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2



Seiji Yamamoto timely post: <https://fb.facebook.com/notes/john-a-drakopoulos/hate-speech-detection/1774477319542783>



John A Drakopoulos

January 17 · 🌐

exclude prejudice race high difference difference difference Discrimination exclude discrimination discrimination difference bias prejudice

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Seiji Yamamoto to FINE Analytics FYI
September 30 · · Formatted

...

Coordinated Trolling on FB

Most NFI work has focused on content (URLs, photos, videos, content_ids, domain) and Facebook entities (pages, domains, fake accounts, etc). But content is created and posted by organized groups of people. These associations of bad actors are finite and deconstructible. This troll analysis is one attempt to deep dive on a group of miscreants. We suggest six concrete tactics to deal with three flavors of trolls: disenchanting youth, organized white supremacists/nationalists, and state-sponsored agents. We advocate for the development of workflows and tools for the Ops team to take out bad actors before they can even post or promote bad content. This bottoms-up approach can complement and inform the top-down tactics already underway.

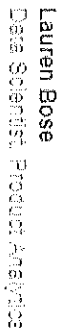
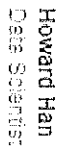
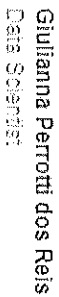
SUMMARY

- Trolls coordinate activities in private FB groups
- What they do:
 - Raid live videos, public pages, and private groups
 - Target individuals for doxing and harassment
 - Share toxic meme templates in private groups
 - Manufacture fake accounts for black propaganda, raids, and infiltration of private groups
- How widespread is the problem?
 - Considering only Kekistan trolls:
 - 590 MM comment VPVs on Kekistan comments (over one month)
 - 44 MM distinct users viewed a post that a Kekistani troll commented on (over one month)
- Suggested Tactics
 - Tactic 1: Troll Twilight Zone GK
 - Tactic 2: Friend network accountability
 - Tactic 3: Toxic Meme Cache
 - Tactic 4: Toxic Comment Cache
 - Tactic 5: Troll classifier
 - Tactic 6: More tools for Ops workflows and automated lead generation for investigations

Team



Evan Turner
Data Scientist Product Engineer



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Nazis. Some are disgruntled young people (usually male) who dislike being politically correct but are not necessarily Nazi sympathizers.

Unified around a firm belief in free speech and by shared disdain (hatred) of SJWs.

- **shiposting** = posting offensive material on social media

- SJW = social justice warrior = derogatory phrase for liberals

- **MSM** = main stream media

- iulz = feeling of glee

- normie = normal person; someone who has not been red pill'd

- red pill = allusion to The Matrix where Neo becomes aware of true reality after taking a red pill offered by Morpheus; all-right version of "wokeness"

- Kek = lol from World of Warcraft. Often used by online gamers

Recently co-opted by trolls. Like Pepe the frog, it wasn't always associated with the alt-right, but it is now. Refers to ancient God now worshipped, ironically, by online trolls.

- Trash dove = Purple dove that some satirists joked they could make into a hate symbol by morphing it with a Nazi eagle (see slide 5). Many take glee in the MSM's perception of it as a hate symbol. Of course, now it kind of is a hate symbol.

- $IR_L = IR_{rest} \cdot life$

- REEEEEE = War cry often used by 4chan trolls

- Shadilay = Reference to an Italian song that has ere associations with green frogs

- Shoe on head = Reference to getting online entertainer (used to be sex entertainer) to do what the viewer requests. Now used in the context of raids on Facebook Live Videos

- Overton Window = Boundary of acceptable public discourse. Trump has "shifted" the Overton Window so that politicians can now make potentially racist remarks with far fewer consequences than previously possible. Title of 2010 "factual" book by Glenn Beck

— With Eduardo Arino de la Rubia.

Some trolls have an agenda and they're organized



- Frogs are not all lone wolves
stomping through the internet
causing havoc just for the
hell of it

- There are often organized groups of people intent on a

Coordinated Trolling on L

To illustrate, this deck will focus on the members' Keweenaw.

To illustrate, she drew well on the memory of Newman.

Abstract—The purpose of this study was to determine the effect of a 12-week, low-intensity, supervised walking program on the physical and psychological health of sedentary, middle-aged women. The study was a randomized, controlled trial. The subjects were 40 sedentary, middle-aged women who were randomly assigned to either a supervised walking program or a control group. The walking program consisted of 12 weeks of supervised walking, 3 times per week, for 30 minutes per session. The control group consisted of 20 women who did not participate in the walking program. The subjects were assessed at baseline and at 12 weeks. The walking program had a significant positive effect on the physical and psychological health of the subjects. The walking program significantly improved the subjects' physical fitness, as measured by the 6-minute walk test, and their psychological health, as measured by the Beck Depression Inventory and the State-Trait Anxiety Inventory. The walking program also significantly improved the subjects' quality of life, as measured by the SF-36. The walking program was well tolerated and had no adverse effects. The results of this study suggest that a supervised walking program can be an effective intervention for improving the physical and psychological health of sedentary, middle-aged women.



Eduardo Arino de la Rubia to Feed Integrity:FYI

...

9 hrs · Menlo Park, CA ·

Highlights in News Feed Integrity

This week's post covers 2018. All of it... so far... in News Feed Integrity Happenings. And happy new year to all of you!

Common Ground / Polarization Team Updates

NEW POLARIZATION MEASUREMENT DOCUMENTATION

Alex Leavitt, Annie Franco, Amaç Herdağdelen and the Polarization team released a set of documentation for understanding and measuring polarization:

- A glossary of important terms related to polarization concepts, theories, and measurement.
- A set of product briefs regarding our polarization measurement models and metrics, i.e.,
 - news2vec,
 - news affinity,
 - preferential liking,
 - and the "audience homophily score"

[Click here to read the rest of the announcement post.](#)

UPDATES ON NEWS BUNDLE LAUNCH PLAN

On the 18th, the Common Ground and News teams will be announcing a major set of ranking changes to favor high quality news. This "News Bundle" will include changes based on broad trust, informativeness, and localness. Read more about it [here](#). HT to our PMM, Comms, and XFN partners.

UX RESEARCH ON THE INTEGRITY MODULE FOR ARTICLE CONTEXT

Grace Jackson shared a deep dive research analysis on a proposed Integrity Module in the Article Context feature built by the Common Ground and Integrity Frontend teams.

COMMON GROUND & POLARIZATION COUNTRY PRIORITIZATION FRAMEWORK (V1)

Megan Yang proposed a framework to identify countries that we should consider expanding Common Ground efforts into and with what specific products. She is coordinating with multiple product and XFN teams across the company and seeking feedback. HT to Alex Leavitt, Annie Franco and many others.

BROAD TRUST SCORE PROPAGATION TO TAIL DOMAINS

Anavil Tripathi (with David Vickrey and Harsh Selani) shared the latest on a [proposal to use label propagation to scale the Common Ground team's broad](#)

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Anavil Tripathi (with David Vickrey and Harsh Selani) shared the latest on a proposal to use label propagation to scale the Common Ground team's broad trust work up to support long tail domains.

MISINFORMATION TEAM UPDATES

The Misinformation team is starting a weekly update in 2018. It will live here and be sent out on Mondays. Starting next week Tessa Lyons-Laing will have a distro that you can unsubscribe from and add others to.

FACT CHECKING PARTNER VISIT

On February 6th we'll be hosting all of our fact-checking partners in MPK. Goal is to share learnings from 2017 and set up the partnerships for success in 2018. Two of the priorities will be increasing transparency and working to improve the tool. Initial agenda here and initial coverage from Politico yesterday here.

REVIEWING AND FINALIZING H1 PLAN

We're reviewing our focus areas, goals, and projects for H1 with the Feed Integrity Pillar leads on Thursday. Current draft is here. The new Misinformation weekly update will track to this structure.

RETROSPECTIVE ON 2017 H2

If you want to get up to speed on our progress last half, see Misinfo 2017 H2 Recap. If you need a primer on our work, see our wiki.

GLOBAL IMPACT

On the horizon: Soon we'll be scaling false news reporting/feedback to all countries and content types. Stay tuned to these updates for more information about this exciting news!

High Quality Engagement Team Update and Request for Participation

The HQE team launched an experiment to quarantine engagement by bad actors so the number of engagements on the story isn't incremented (and thus their actions have less impact on ranking). The experiment is starting with accounts strongly suspected to be fake. Future will expand to other notions of badness (hyper-engagers, repeat offenders, etc); **send us your lists of actors whose impact should be minimized to Rebecca Illowsky!**

Public Conversations Team Updates

A big welcome back to Rob Ennals who joins us after having spent some well deserved time on paternity leave! It's great to have him back in News Feed

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Public Conversations Team Updates

A big welcome back to Rob Ennals who joins us after having spent some well deserved time on paternity leave! It's great to have him back in News Feed Integrity fighting the good fight!

RECENT LAUNCHES

In this update, we are also highlighting some recent launches from the Public Conversations team that did not get coverage in the Highlights in News Feed Integrity Posts.

Launch - Hateful speech demotion in English

- **Motivation:** Our previous demotion was trained on CO reports judged to be hate speech. The hateful speech guidelines are closer to the concept of destructive conflict that we want to demote, and have less issues of bias.
- **Results:** Affects 2.8% of English comment VPVs and 5.1% of comment likes. Reduces their VPVs by 78% while holding core metrics flat.

Pegah T. Afshar with Umut Ozertem, Eider Moore, Marija Prokopijevic, Ryan Drapeau and thanks to Marwan Naggar, Carlos Gomez Uribe, Prasoon Mishra.

Launch - Hateful speech demotion in Arabic

- **Motivation:** Apply the same demotion approach in Arabic, and sanity check that it is reasonable to use hateful speech as a subset of destructive conflict in languages other than English.
- **Results:** Affects 1.8% of Arabic comment VPVs and reduces their VPVs by 71%.

HT to Pegah T. Afshar with Eider Moore, Marija Prokopijevic, Ryan Drapeau and thanks to Marwan Naggar, Umut Ozertem, Patrick Caughey, Carlos Gomez Uribe, Alex Leavitt, Prasoon Mishra.

Launch - Migrate non-friend inline comments to EntRanker

- **Motivation:** Non-friend inline comments are potentially important for revealing false news and countering polarizing articles, however the previous implementation needed too much gCPU.
- **Results:** Reduced gCPU from 0.15% to 0.05%

HT to Vamsi Krishna Cheekatimalla with Omytro Ivchenko, Hannes Roth and Rushi Desai

Launch - Filter Offensive Comment Actions on Pages

- **Results:** Reduced gCPU from 0.13% to 0.05%

HT to Vamsi Krishna Cheekatimalla with Dmytro Ivchenko, Hannes Roth and Rushi Desai

Launch - Filter Offensive Comment Actions on Pages

- **Motivation:** Reduce VPVs of destructive conflict comments, and motivation for posting such comments, by not featuring such comments in the feeds of the friend of the poster.
- **Results:** Reduce offensive page comment views by 16%

HT to Vamsi Krishna Cheekatimalla with Umut Ozertem and thanks to Deepan Gupta

EXPERIMENTS

New Experiment - Negative Feedback Tombstone

- **Motivation:** Increase the volume and quality of negative feedback, with the aim of using this to improve ranking to show less bad comments.
- **Results:** Hide events went up 18x. Deeper analysis of quality of hide signal pending.

Upcoming Experiment - Comment Filtering on iOS

- **Motivation:** For threads that don't have many comments yet, ranking alone is not sufficient to stop people seeing destructive conflict. Filtering is already launched on WWW but we want to bring it to mobile.
- **Expected Results:** Reduction in destructive conflict VPVs.

Upcoming Experiment - Friction with button order swapped

- **Background:** Reduce comment creation of destructive conflict by reminding people to be respectful and inviting them to edit if it looks like they are writing a comment with destructive conflict.
- **Hypothesis:** Making "edit" the default option, rather than "post anyway" will increase the fraction of users who rephrase their comment to be more respectful.

Analytics Highlights

First and foremost, congratulations to Maria Minakova for celebrating her 2nd Faceversary. Maria has been the sole data scientist on NFI's Misinformation team, and has been instrumental in building critical insights which have helped power our war on False News. Thank you for everything you do Maria!

HASHING PRODUCT PROPOSAL

Maria Minakova with Tessa Lyons-Laing: 67-89% similarity rate and 26% 3PFC throughput rate suggests we decouple Hoax Cluster Demotion from Hashing Enqueue. Hoax cluster Demotion should apply to all links in hoax clusters [same strength as hard demotion], while we would not count them as hoaxes, until they get funneled through the 3PFC pipeline. This prevents us from

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HASHING PRODUCT PROPOSAL

Maria Minakova with Tessa Lyons-Laing: 67-89% similarity rate and 26% 3PFC throughput rate suggests we decouple Hoax Cluster Demotion from Hashing Enqueue. Hoax cluster Demotion should apply to all links in hoax clusters [same strength as hard demotion], while we would not count them as hoaxes, until they get funneled through the 3PFC pipeline. This prevents us from punishing an actor that has no legitimate story of abuse, while minimizing the distribution of duplicate hoax URLs. Hoax cluster demotion would not expire and would be replaced by 3PFC rating-based demotion, when 3PFC decision becomes available.

Details here:

<https://fb.facebook.com/groups/937784893019650/permalink/1176466125818191/>

cross-posting from <https://fb.quip.com/md2GAozaHZvf>

EXPERIMENT SPECIFIC LABELING

Evan Turner wrote a post announcing new functionality! The EDM team has set up Experiment Specific Labeling (ESL) for high-priority experiments that require precise prevalence estimates. **Currently, we are looking for new use cases to build out additional features.** If you think this might be of use to you, contact anyone on the team and we will work to get it set up.

To learn more about ESL check out the post here.

MPK TEAM GROWTH

In an amazing development, after a stellar hackamonth in which he already identified and triggered an intervention against bad actors, Matthew Feldman has decided to make his new home in News Feed Integrity.

Here he is, in his own words when he joined for the hackamonth:

Hi guys! My name is Matthew and I come to Feed Integrity via Feed Ads (AKA CAM) out in the far reaches of Building 20 Zone 5. I'm interested in the world at the edge between machine learning and business logic where things tend to get lost or glossed over. In the three years I have worked on CAM I have been concentrating on Ad Quality- making sure the ads people see are relevant to those users, not just highly monetizing. In my transition period to Feed Integrity, I'd love to learn more about you and your ideas for how we can make feed something that we can all be proud of. In this hackamonth I hope to see how we can use feed ranking to reduce some worst case experiences around feed and reduce financially motivated misinformation's prevalence.

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If you don't already follow him, some of his notes are must-read. His thoughts on n00b questions particularly resonated with me. Enjoy!

SEATTLE TEAM GROWTH


Our first News Feed Integrity Analytics team member for Seattle has joined! Alex Mentch will be the founding member of the organization after 3.5 years supporting the Search team! He will be wrapping up his work with Search by the end of next week, and will join News Feed Integrity soon thereafter! His announcement post can be found [here](#). I am deeply humbled by his energy and excitement, and look forward to his impact both in analytics insights, but in helping us define the culture of Seattle News Feed Integrity.

INTEGRITY ANALYTICS MEETUP

The next Integrity Analytics Meetup has been scheduled for February 9th! Already 21 are going and 9 are interested. We will have an amazing slate of lightning talks and this time there will be a raffle with FABULOUS PRIZES and Pizza will be provided. Check out the event [here](#).


Conclusion

These are not the only exciting developments in 2018, if you have any question about what any of our amazing teams are up to, feel free to comment in this post and ask about Objective Content Quality, High Quality Engagement, Misinformation, Common Ground, Public Conversations, EDM or Ecosystems and Infrastructure. Until Next Week!

 Tessa Lyons-Laing, Greg Marra and 4 others

1 Comment

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