



22nd ANNUAL CONFERENCE AND GENERAL
ASSEMBLY MEETING OF THE
ASSOCIATION OF EUROPEAN ELECTION
OFFICIALS (ACEEEO)

Hacking Social Media?

The Potential Risks of Using
Internet Technology in Election
Campaigning

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Expert, ACEEEO

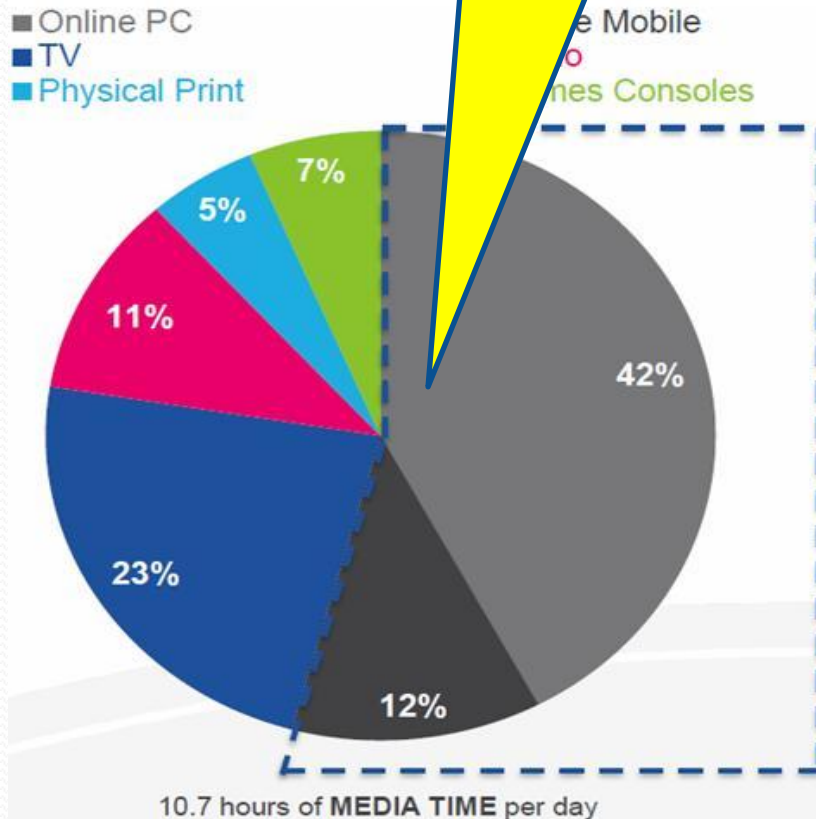


Content:

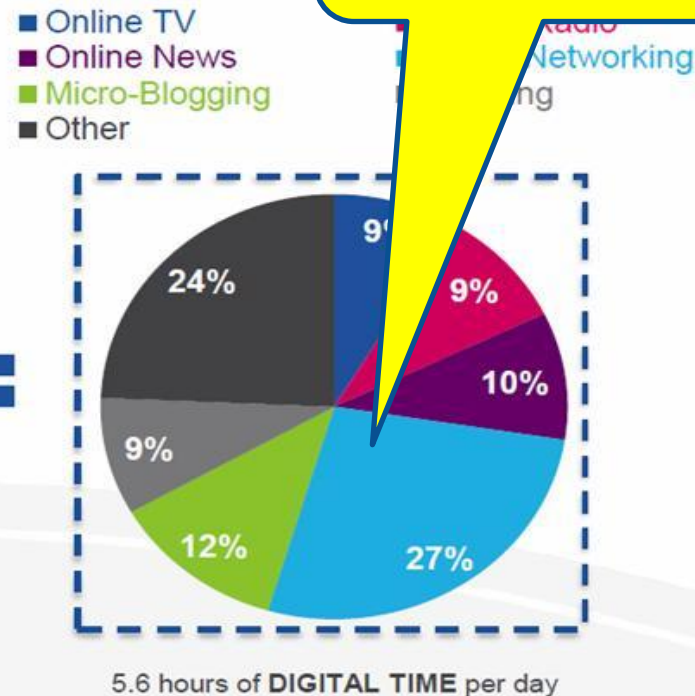
- Relevance
- Traditional vs. internet campaigning
- The Select-Process-Act cycle
- Controllers – ways of influencing processes
- Theoretical approach
- Influencing factors
- Legal and illegal techniques for influencing
- Conclusions

Relevance

Time Spent Per Day, Worldwide



=



Relevance

(7.7) - ensure that
free atmosphere
candidates from
discussing them or from casting their vote free of fear of retribution;

Ensure to permit political campaigning to be
concluded in a fair and free atmosphere

/COPENHAGEN DOCUMENT
OSCE 1990

3.1 Freedom of voters to form an opinion

a. Free
require
handed

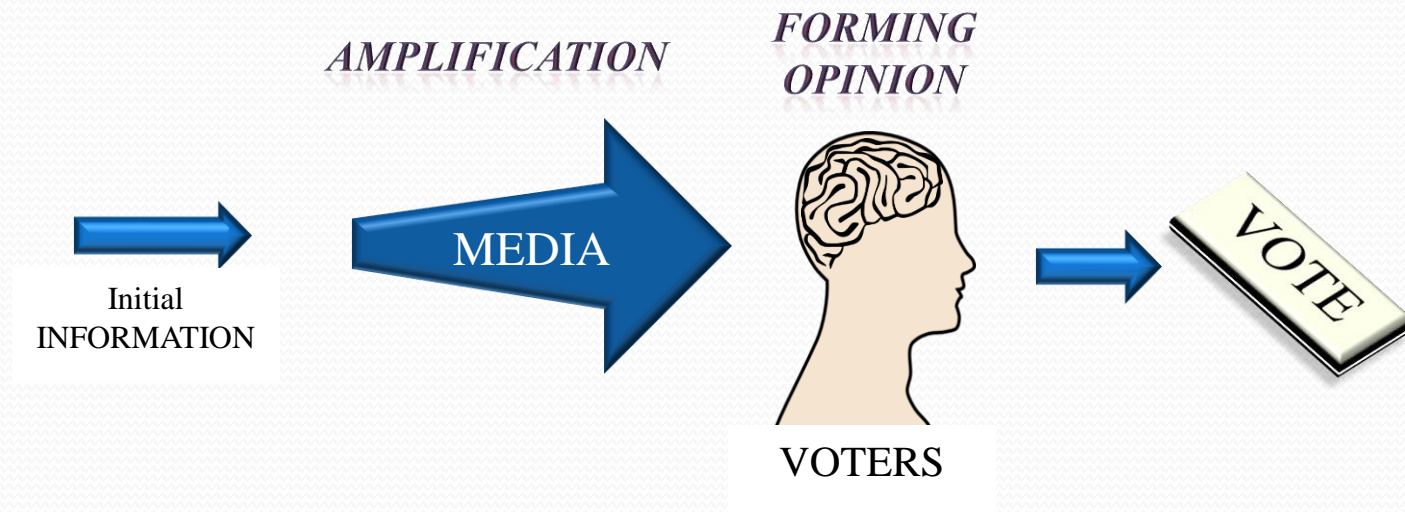
Freedom of voters to form an opinion requires the state
to honour duty of evenhandedness, particularly mass
media, billposting ...

on public thoroughfares and the funding of parties and candidates are concerned.

/CODE OF GOOD PRACTICE IN ELECTORAL MATTERS
European Commission for Democracy Through Law (Venice Commission)

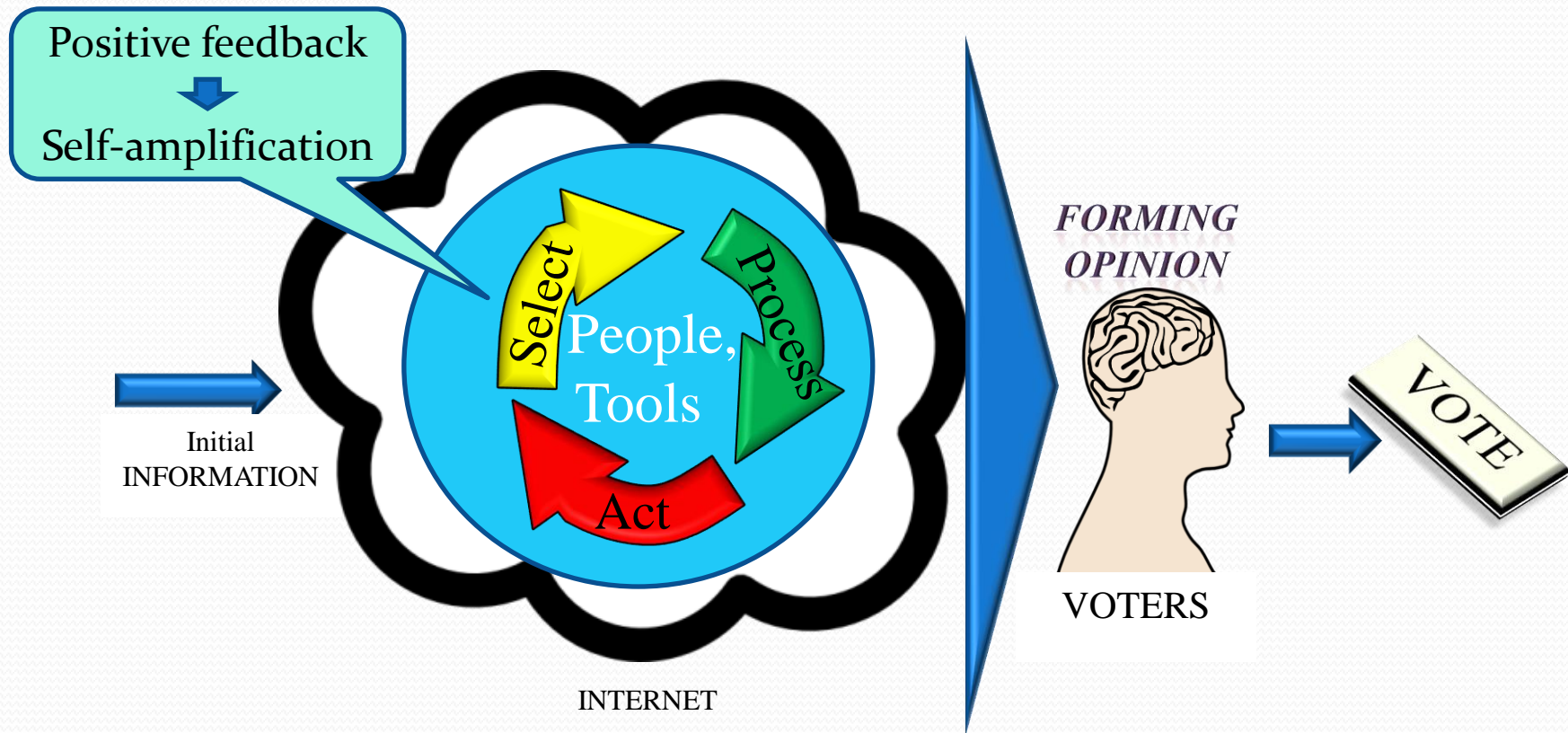
Traditional media

Influencing and forming opinion of voters by providing information



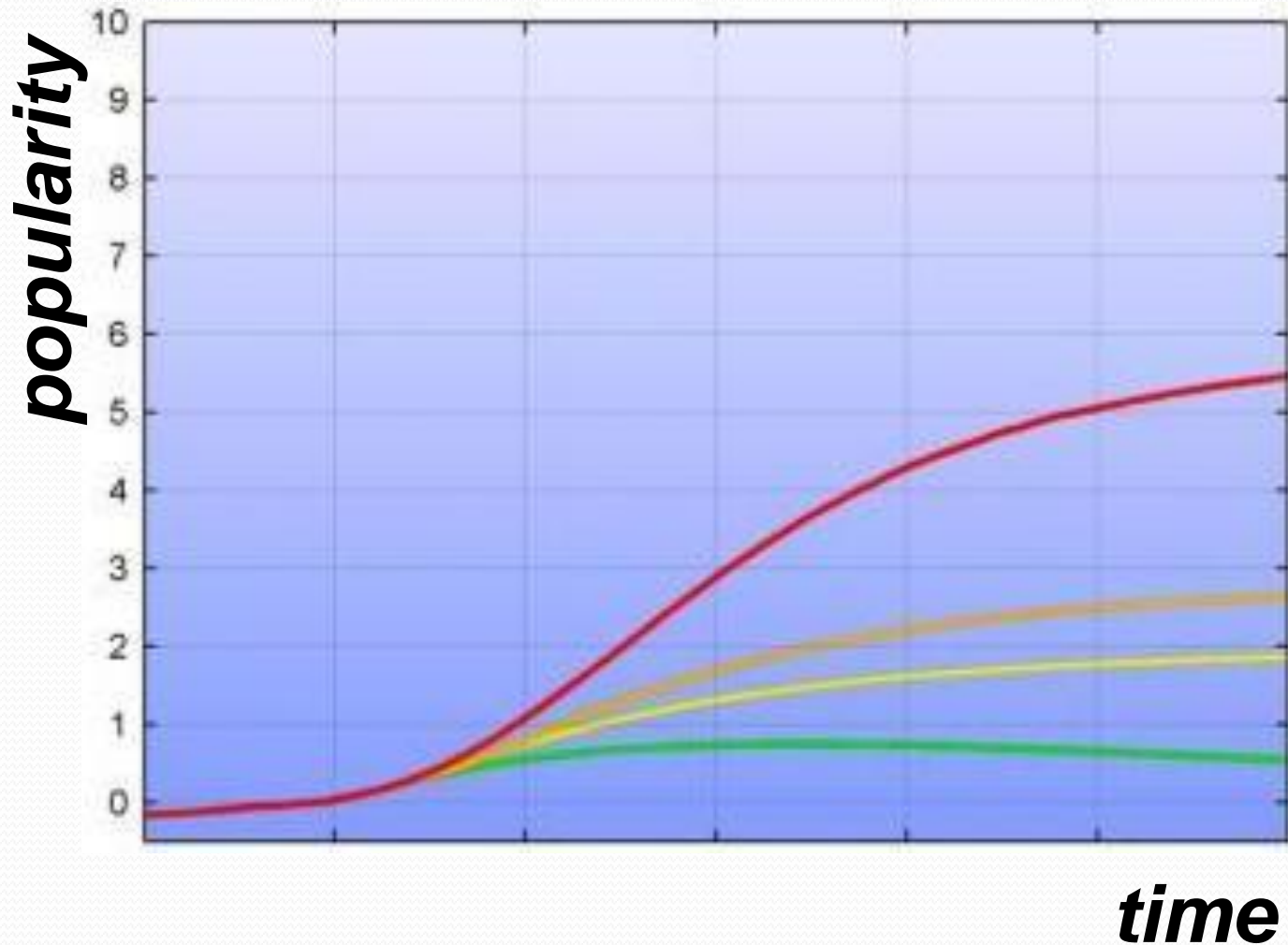
Traditional media: newspaper, radio, television

Internet campaign - WEB 2.0



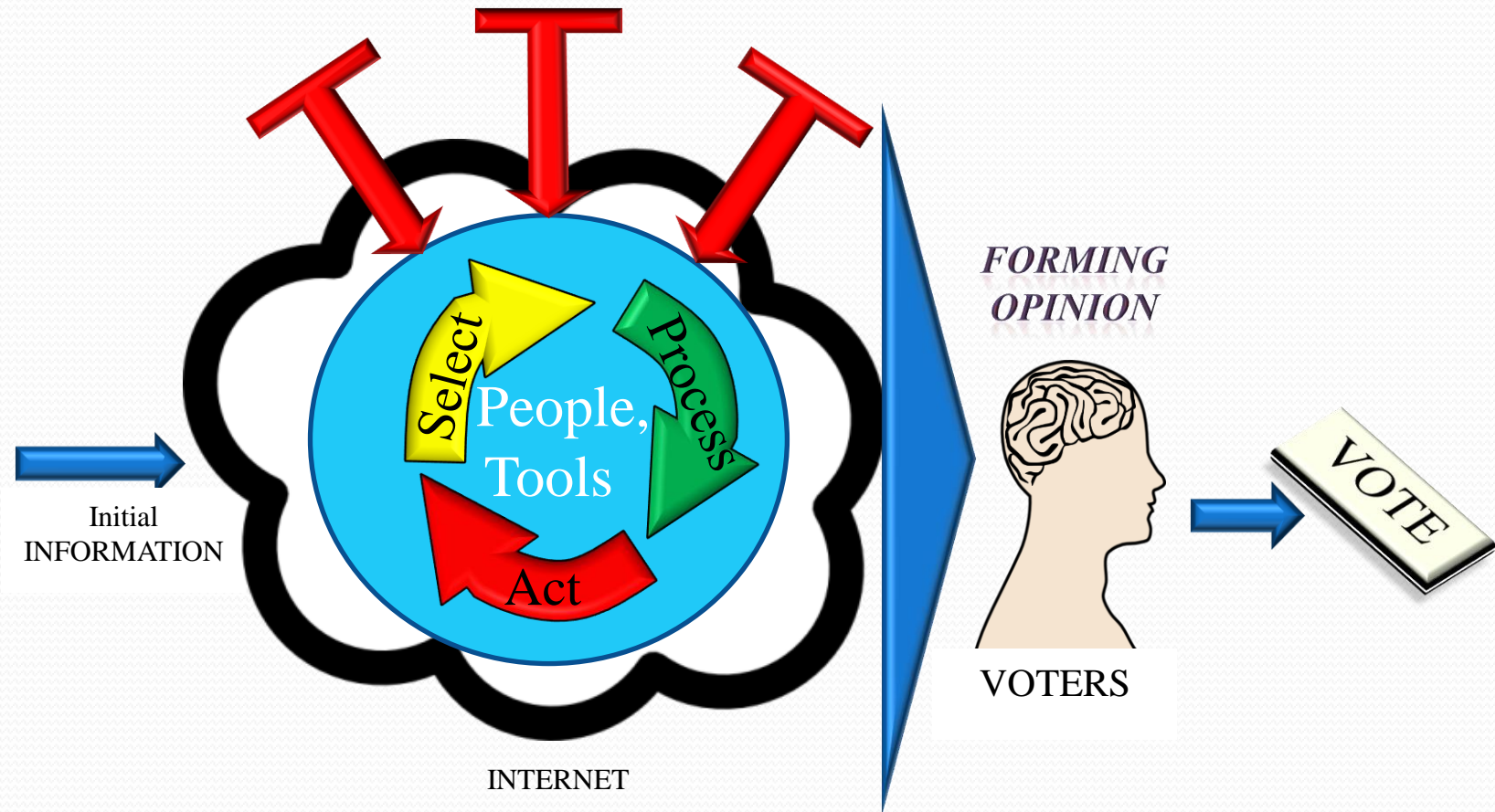
Tools are: browser, search engine, social media, mail, forum, blog, ...

Internet campaign - WEB 2.0



Internet campaign - WEB 2.0

AMPLIFICATION CONTROLLERS



Theoretical Approach

These theories
can be used to
maximize
campaign effect
while minimizing
efforts

- Cooperative Game Theory
- Nonlinear system theory
- Web Sphere Analysis and Cybercultural Studies
- Social Network Analysis
- Online Marketing
- Geo Marketing.

Spread of negative and positive brand-related videos on



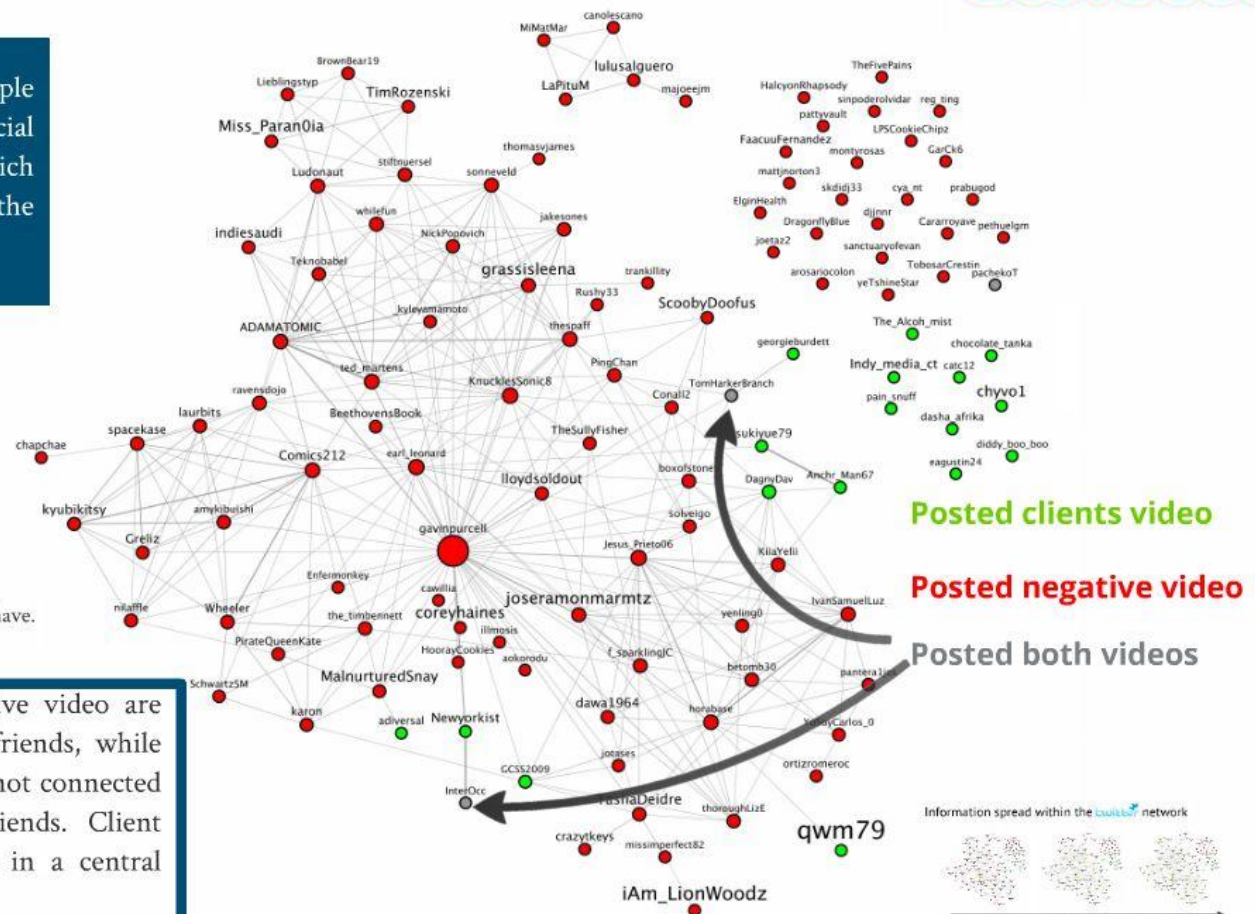
Client wanted to know why people do not talk about their commercial video, but about another one, which contains negative values about the brand.

Network of users who posted at least one of the two videos.

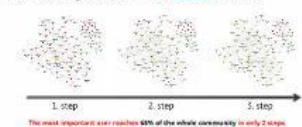
Two users are connected if they have common friends on twitter.

The bigger the nodes are the more connections they have.
Node font size represents the user's activity.

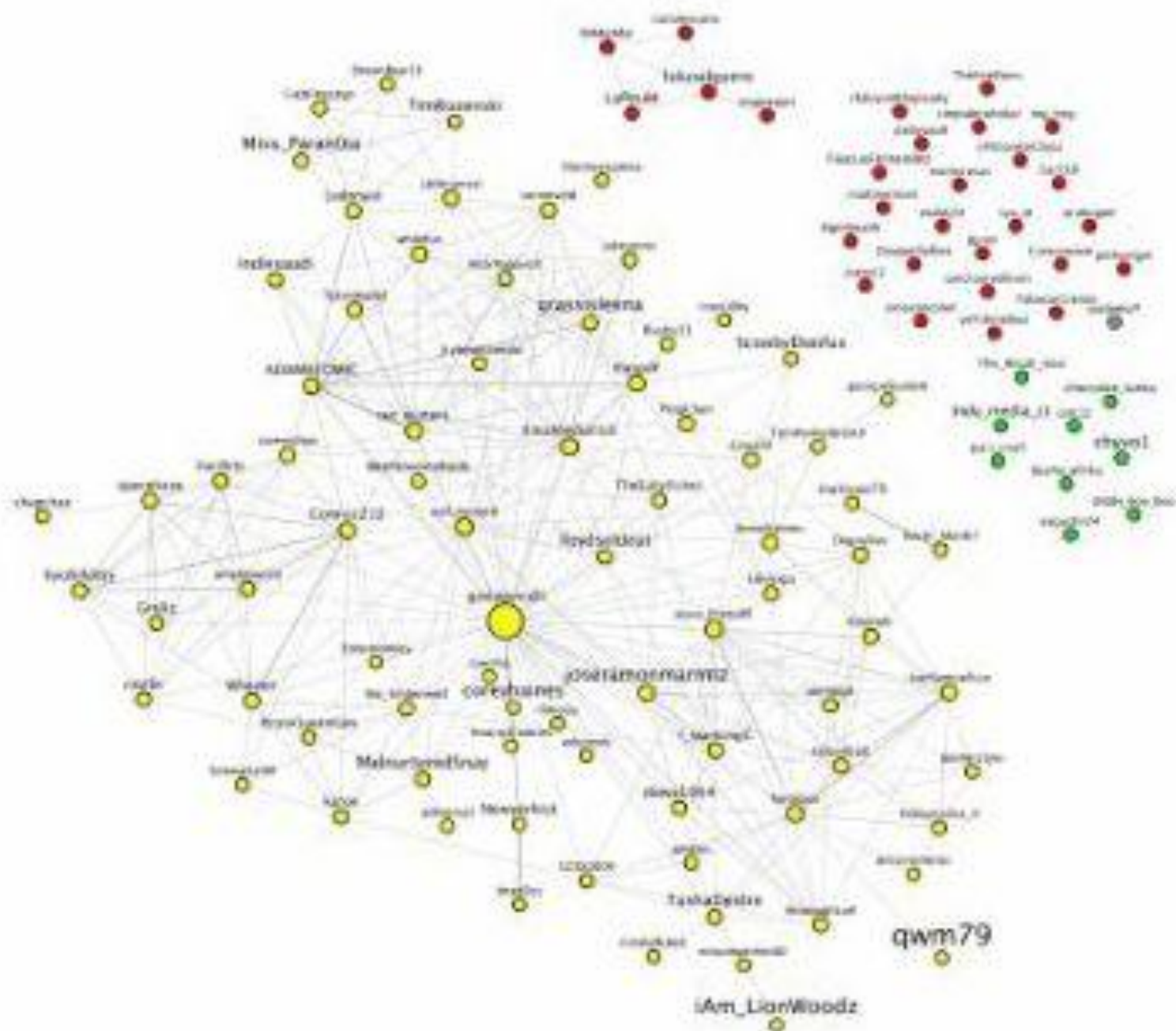
Twitter users who posted the negative video are densely connected to each other as friends, while users who posted the commercial are not connected to each other through common friends. Client should start to negotiate with users in a central position.



Information spread within the **Quakebot** network

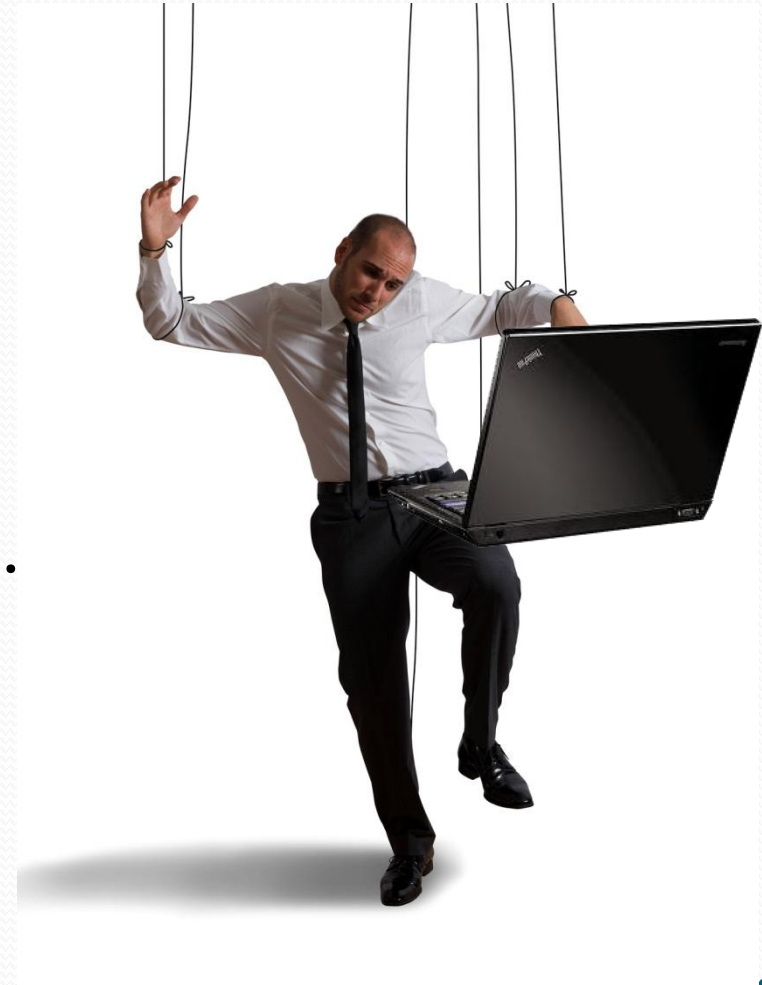


Info

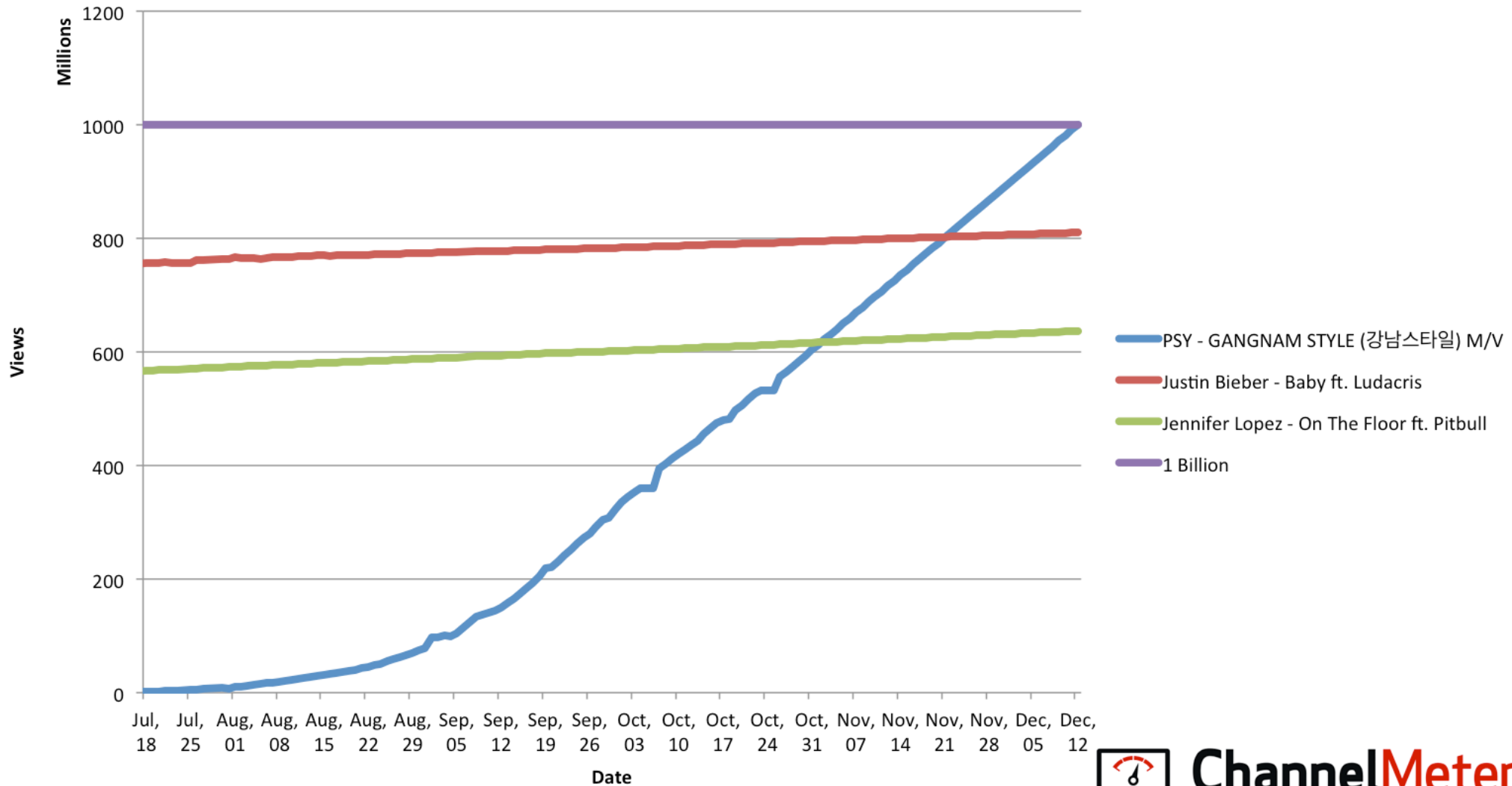


Controllers - Influencers

- Search engines
- Top of lists
- Friends
- Celebs
- News editors
- Moderators at blogs, forums, etc.
- E-Mail
- Advertisements.



Celebs – as influencers /1



Celebs – as influencers /2

Hiring celebs



6.5 million
subscriber
on YouTube

\$9001 Over 9000 - Make Freddie tweet something! Co-Producer credit and likeness in the show, invite to screening, signed prop, yearbook + Everything in the \$200 Valedictorian Level

KICKSTARTER

Celebs – as influencers /3

Account hacking:

- On January 5, 2009, Obama's campaign account @BarackObama was hacked and domain hijacked.
- In July 2011 FOX News's Politics Twitter account (@foxnewspolitics) was hacked, and Obama was the subject of a death hoax.



SEO – Search Engine Optimization

- Keywords
keyword stuffing, hidden content,
- Page Rank – links to the beneficiary page
redirect search engine crawlers,
link stuffing (place hidden links)
- Hidden rules of search engines
uncontrolled private interest, social engineering



Botnets

Cyber army for hire:

- Stealing passwords at social networks
- Spamming
 - E-mail
 - Blog
 - Comment
- DDoS
- Click fraud



CnC servers in Europe - Cyber Attack Landscape report by FireEye, 2013 based on 12 million callbacks




















Hackers

Hacking is a general term for exploiting weaknesses in a computer system or computer network motivated by a multitude of reasons.

By hacking one may increase the number or value of:

- Views
- Followers
- Subscribers
- Likes
- Page ranks
- Keywords



	<p>▶ [YouTube] need help, please read</p> <p>Ekids</p>	0	★★★★★	09-04-2013 12:01 PM Last Post: Ekids
	<p>▶ [Facebook] [GET] Updated Viral Script - Facebook</p> <p>imMoist</p>	0	★★★★★	09-04-2013 06:11 AM Last Post: imMoist
	<p>▶ Post your tumblr's (Pages: 1 2 3 4 ... 8)</p> <p>Numb.</p>	74	★★★★★	09-04-2013 05:59 AM Last Post: Detonic
	<p>▶ [Tumblr] Old Tumblr Accounts?</p> <p>Madness</p>	2	★★★★★	09-04-2013 02:07 AM Last Post: Madness
	<p>▶ [FACEBOOK] can you help me get likes on my profile pic or followers? x [FACEBOOK]</p> <p>Hugception™</p>	2	★★★★★	09-03-2013 03:00 PM Last Post: Hugception™
	<p>▶ [Facebook] Still on old design :(</p> <p>Glenn Quagmire</p>	3	★★★★★	09-03-2013 09:51 AM Last Post: Disease
	<p>▶ [Instagram] Does anyone have a Instagram Follower Bot?</p> <p>cryyzn</p>	0	★★★★★	09-03-2013 09:32 AM Last Post: cryyzn
	<p>▶ Interested in a YouTube partnership? (Pages: 1 2 3 4 ... 10)</p> <p>Cons</p>	98	★★★☆☆	09-03-2013 08:36 AM Last Post: ljze
	<p>▶ [Instagram] Looking to re-sale someone service</p> <p>W3ARG</p>	0	★★★★★	09-03-2013 05:44 AM Last Post: W3ARG
	<p>▶ Instagram Share for Share [10k+ Real followers]</p> <p>Marcus Hopson</p>	5	★★★★★	09-03-2013 03:15 AM Last Post: Marcus Hopson
	<p>▶ [YouTube] YouTube CMS - SpiralNT</p> <p>Hilmarker</p>	2	★★★★★	09-02-2013 08:24 PM Last Post: Alt J
	<p>▶ [Instagram] 1000 Likes (free) [TUTORIAL]</p> <p>NycGio</p>	9	★★★★★	09-02-2013 05:50 PM Last Post: NycGio
	<p>▶ [FREE] Youtube Likes - Likenation iMacros script (Pages: 1 2 3 4)</p> <p>wodoo94</p>	36	★★★★☆	09-02-2013 07:42 AM Last Post: David
	<p>▶ [Instagram] HELP NEEDED</p> <p>alfiek</p>	4	★★★★★	09-02-2013 03:40 AM Last Post: alfiek
	<p>▶ [Instagram] shoutouts s4s</p> <p>rero2</p>	0	★★★★★	09-02-2013 03:18 AM Last Post: rero2
	<p>▶ Is there room for another social network? - Moodswing</p> <p>nZirq</p>	2	★★★★★	09-01-2013 10:41 PM Last Post: nZirq
	<p>▶ [YouTube] Work together with me - Have monetized YouTube videos but want to make more cash? (Pages: 1 2 3)</p> <p>MegaYouTubeViews</p>	26	★★★★★	09-01-2013 08:27 PM Last Post: worahji
	<p>▶ Want to be a YouTube partner - I can help you!</p> <p>MegaYouTubeViews</p>			09-01-2013 06:28 PM Last Post: MegaYouTubeViews
	<p>▶ [Tumblr] Tumblr Follow Script [Gain hundreds of followers, Follow any Tag]</p> <p>instagram</p>	0	★★★★★	09-01-2013 03:00 PM Last Post: instagram

Old Tumblr Accounts?

Anyone has an Instagram Follower Bot?

Instagram 10k+real followers

Instagram 1000 likes free

Tumblr Follow Script (Gain hundres of followers)

Conclusions

- Planned optimized influences can be very effective.
- Using controllers the effect of the campaign on the voters can be changed significantly.
- Controllers may be influenced by ethical and/or non-ethical, legal and/or illegal ways, while fraud can still hardly detected.
- Election officials, observers should pay attention not to let social media hacks violate principles of democratic elections.

Thank you for your attention!

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