

專 題 演 講

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題 目： Social Algorithm, News Media, and Propagation of Cyber Attacks
and Misinformation

摘 要：

The popularity of social media systems such as Facebook or Twitter provides us an opportunity for a global, large-scale data analytic study regarding both people and the content triggering their interactions. While this trend enables us to explore social sciences computationally, it has also inspired computer scientists to adopt ideas from social sciences into the fundamentals of information processing. In this talk, as a computer scientist myself, I like to articulate this linkage between social sciences and computer science regarding Social Algorithm, i.e., ML-trained content delivery mechanisms. And, we will show how it has influenced our social interactions in applications such as cyber security, and misinformation (a.k.a., Fake News). First, for cyber attacks, I will present our latest results in analyzing the spread of malicious URLs on social media systems in the context of Facebook public pages. We are particularly interested in answering questions such as "why, at this time, did this group of attacker accounts, launch this malicious URL under this page or this post?" The second issue is to study social informatics in the context of Fake/incomplete information with the possibility of intentional manipulation under certain important events. We will also discuss is under the general theme of interference between the social interactions among Social Media system users and the system artifacts being introduced, intentionally or unintentionally, by the service providers. As an example, we will show a behavioral analysis of, possibly, a state-sponsored electronic army against domestic revolution forces, how it might be used to differentiate real and bot users.