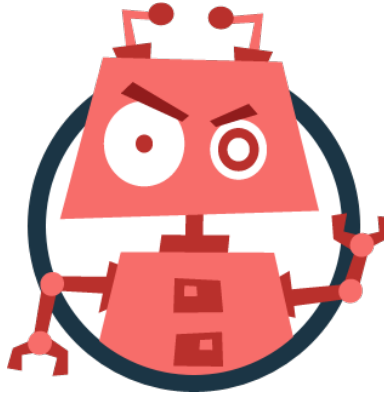
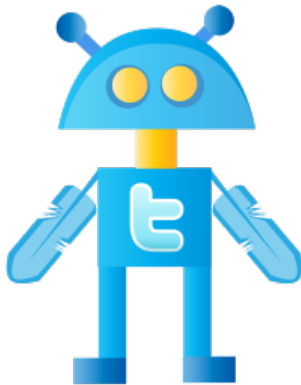


The #WorldBot 2014

The #Good, the #Bad and the #Ugly



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World Cup 2014 breaks Super Bowl record on Twitter

Home Notifications Discover Me Search

World Cup 2014

Tweets Photos and videos People

Scoreboard
Mon 11:00 AM
France
Nigeria
[View match](#)

Tweets

Callum @Calfreezy · 1m
Who do you think will be the highest rated players in FIFA 15 besides Ronaldo/Messi/Robben & what rating do you reckon?

Teams

USA BRAZIL FRANCE
GERMANY KOREA ITALY
ANFP

Screen shot from Twitter. / **CBS NEWS**

Comment / **f** 4 Shares / **t** 180 Tweets / **S** Stumble / **@** Email

More +

Introduction

- **WorldCup 2014:** event with huge Twitter activity
- Much of the Twitter stream is structured along **#hashtags**
- **Bots** are represented with interesting possibilities of outreach and attention

Nieman Journalism Lab

Pushing to the future of journalism — A project of the Nieman Foundation at Harvard

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JUNE 30, 2014, 6:18 P.M.

FIFA has cracked down on that World Cup Twitter bot (and other people tweeting and Vining and GIFing goals) ↗

Last week, [we wrote](#) about [@ReplayLastGoal](#), a Twitter account that automatically tweets out a GIF and a video of each goal scored in the World Cup. Great idea! Interesting execution! But also a copyright violation, at least according to [FIFA](#), the governing body that runs the World Cup.

Early Saturday morning, [@ReplayLastGoal](#) [tweeted](#) a screenshot of an email from Twitter informing [Xavier Damman](#), the account's creator, that FIFA had filed a request asking Twitter to remove the account for copyright violation.

Hello,

Please be aware that we have received a copyright takedown request seeking the removal of your account. A copy of the notice follows this message.

Pursuant to our policies, Twitter is seeking clarification regarding the

RELATED ARTICLE

Missed a World Cup goooooooooooooaaalll? A new Twitter bot will catch you up

June 26, 2014

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Research Questions

- Can we **categorize** the bots surrounding the World Cup?
- Can we identify any **behaviour pattern** in the accounts we identify as bots?
- (Do different games' **nationality** attract bots in different ways?)

Methods of Data Collection

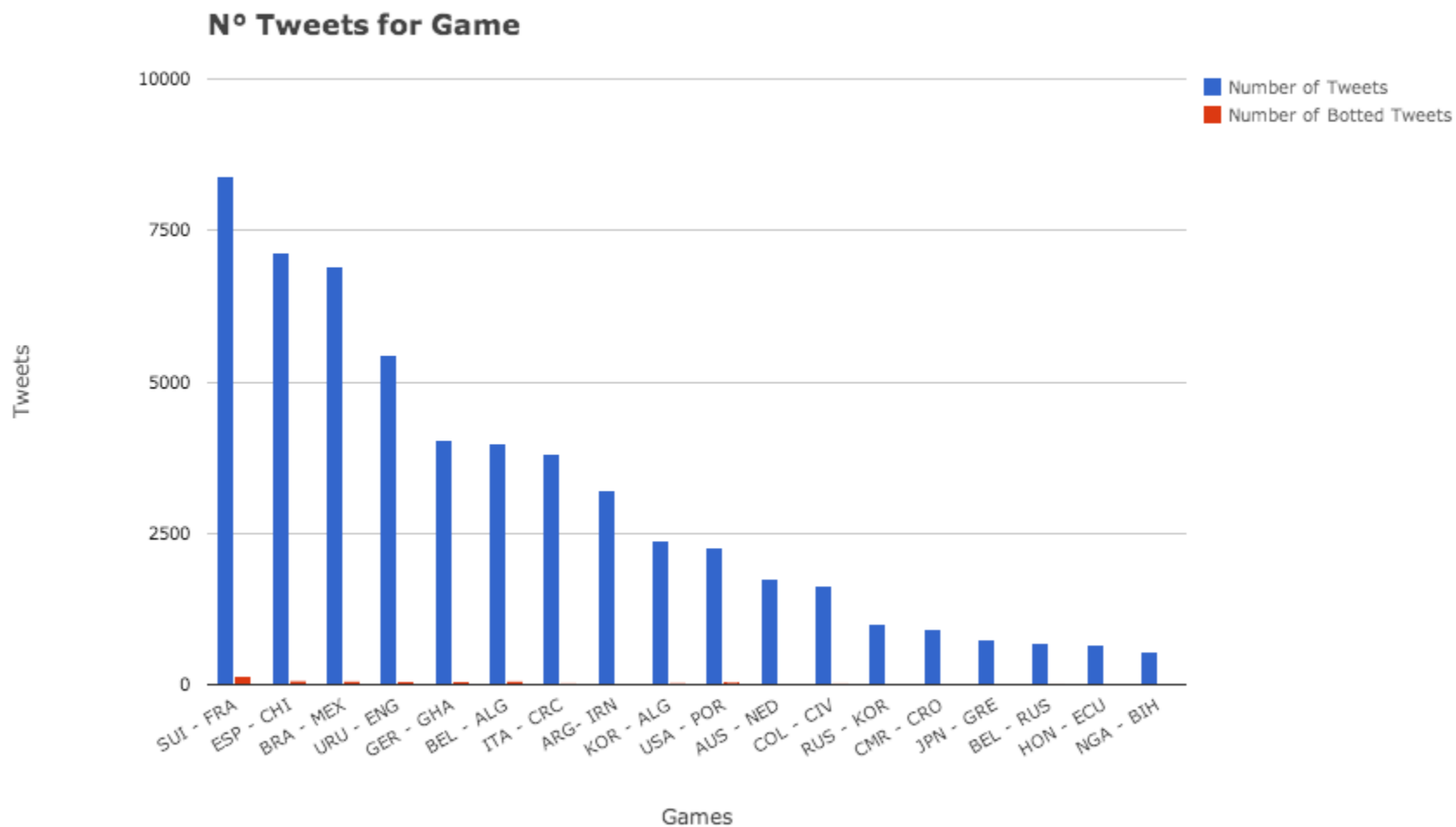
- 1% of **Twitter** sample in TCAT
- **All teams** represented at least once



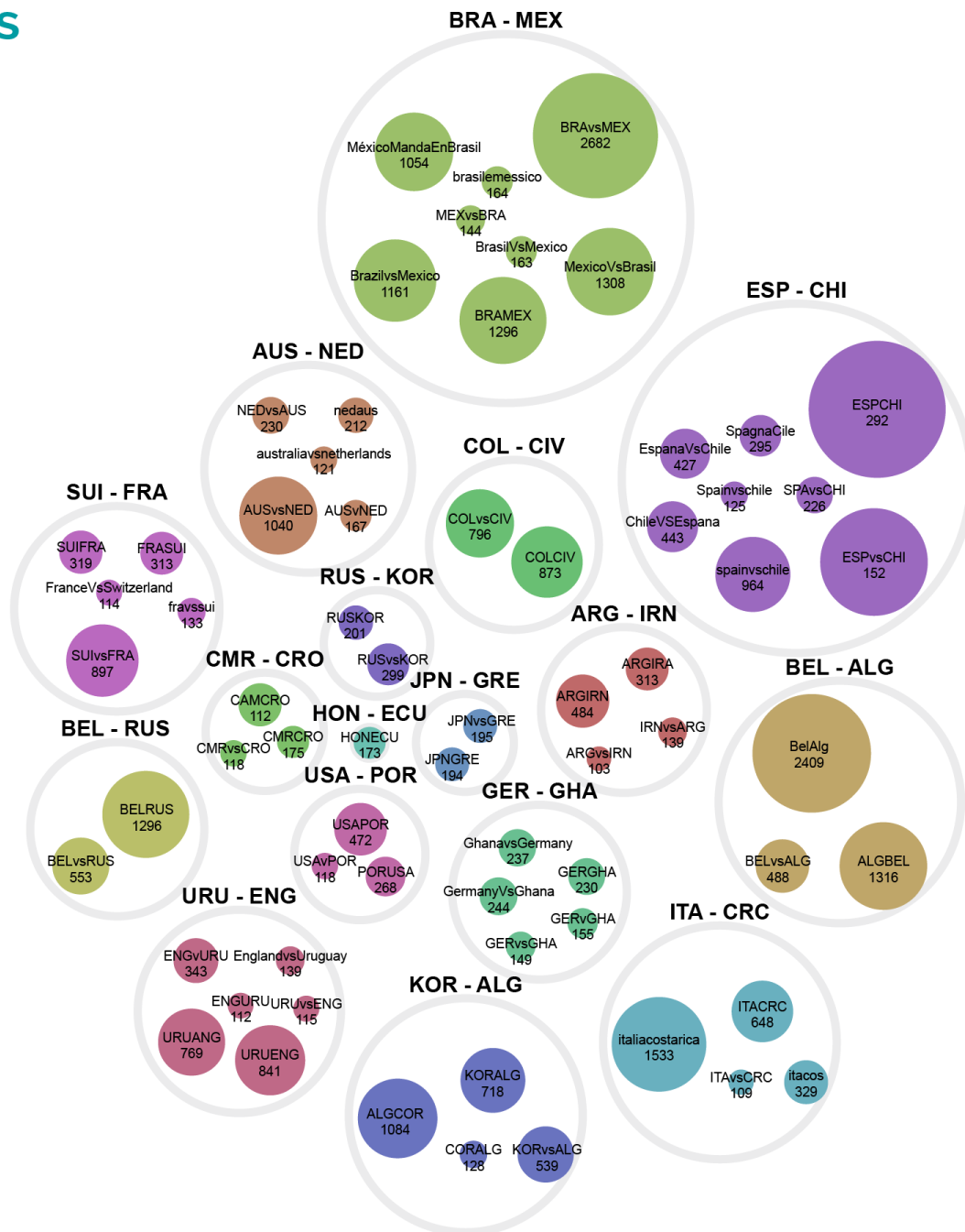
Methods for Bot Detection

- **User account name** and **user description** analysis
- **Device/source** analysis
- **FF ratio** (Zhu et al., 2012)
- User **Co-Hashtag** Analysis
- Close Reading

Results



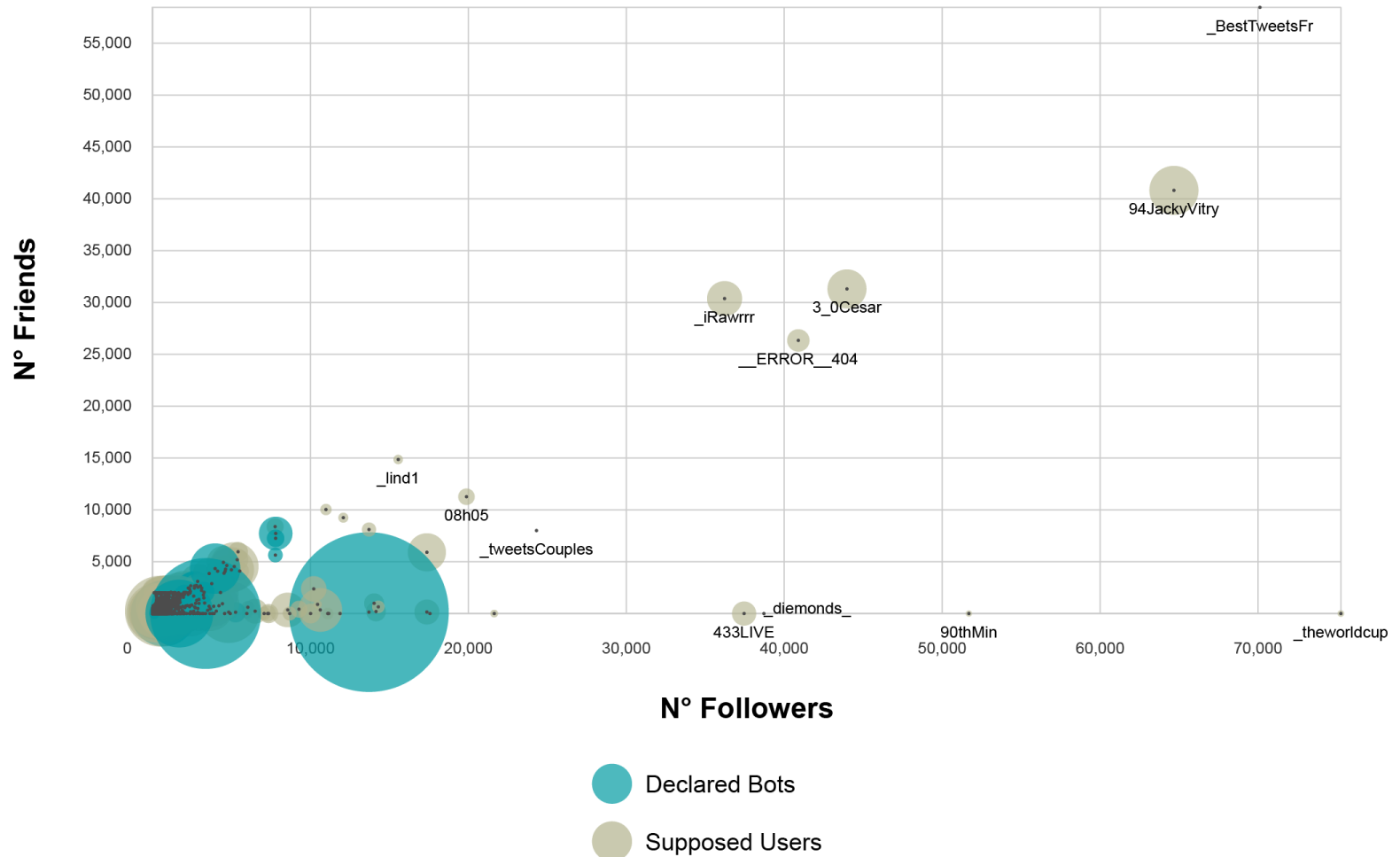
Matches' #tags



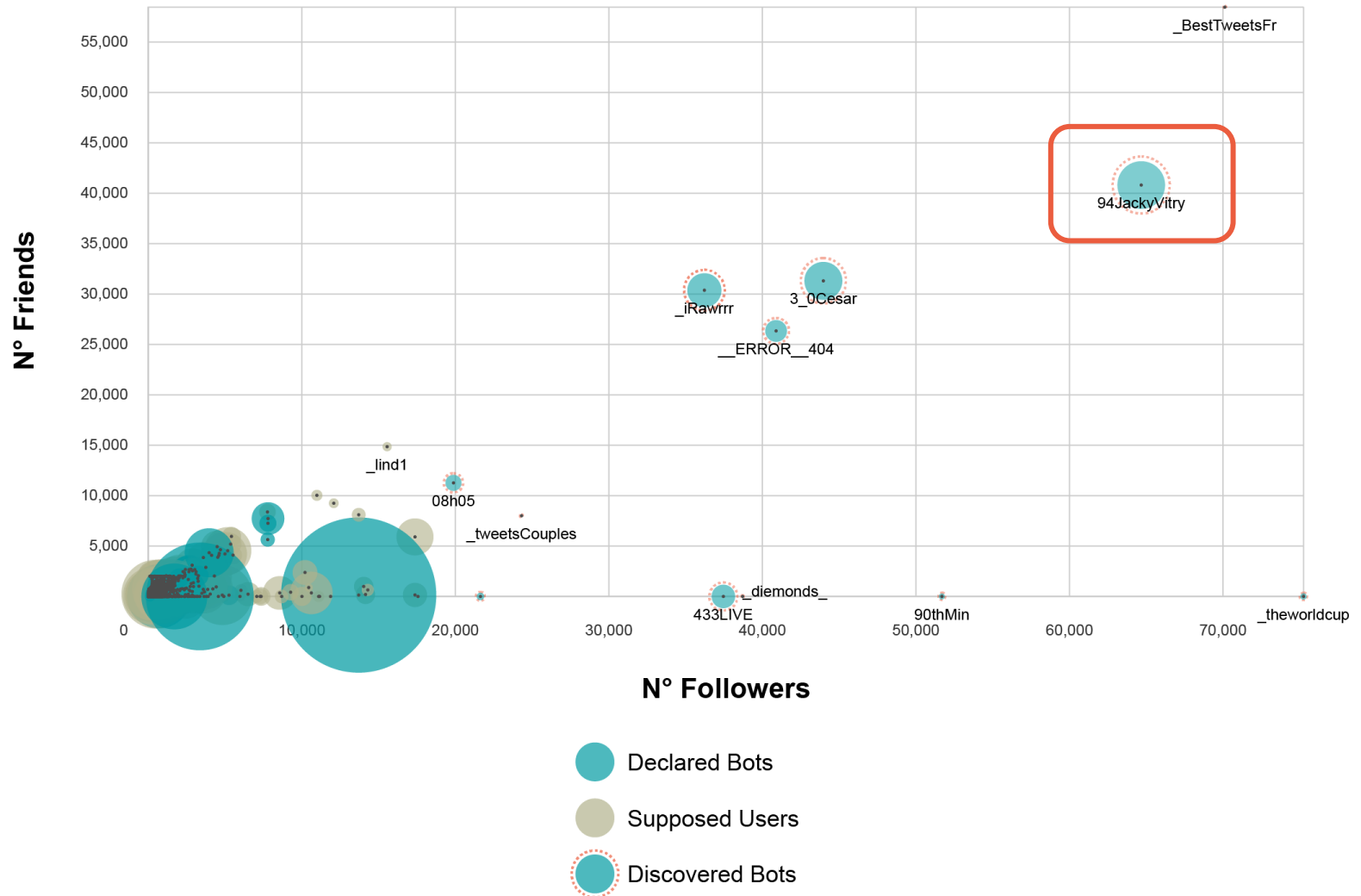
Bot Detection (pt. 1)

- User account name and user description **detected bots**
- Sample of ~2500 **supposed users**

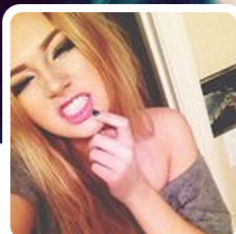
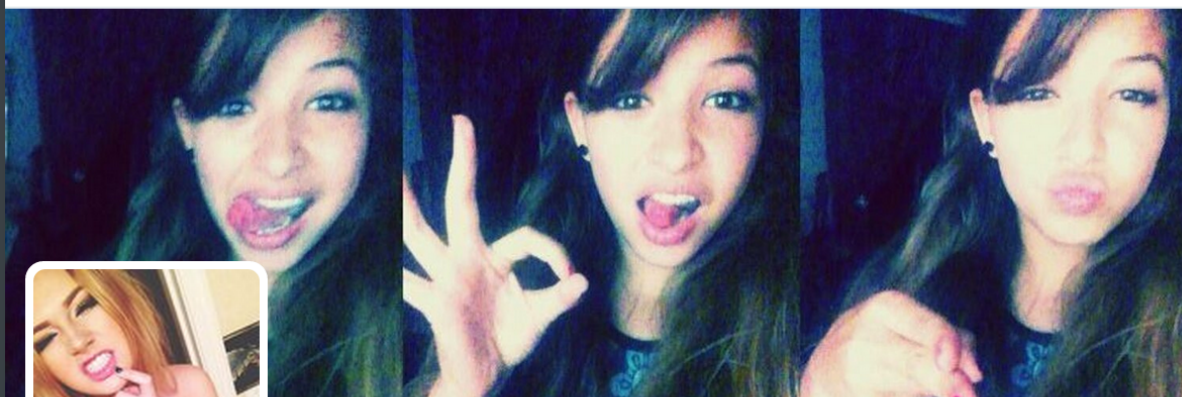
Bot Detection (pt. 1)



Bot Detection (pt. 1)



Riepilogo del profilo



TWEET
111000

FOLLOWING
43300

FOLLOWER
68400



Following

~ **BangBang** ~

@94JackyVitry

→ [#Team94](#) → [#TeamPSG](#) → Kik : JackyVaan → Snap : jaacky944 → Skype : jacky-v94

Vitry Sur Seine ♡ 94 ! ♡



~ **BangBang** ~ @94JackyVitry · 3 h

Today stats: 521 followers, 208 unfollowers and followed 598 people via [Unfollowers.com/?s=dt](#)

Dettagli

[Vai al profilo completo](#)



iosonosempreio

@iosonosempreio

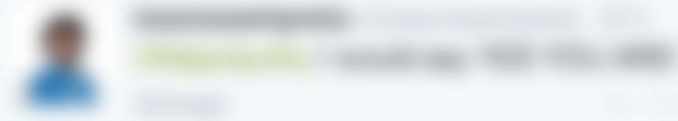
@94JackyVitry are you a bot?

↩ Risposta 🗑 Elimina ★ Preferito ⋮ Altro



15:10 - 3 lug 2014

Rispondi a @94JackyVitry



**iosonosempreio**

@iosonosempreio

@94JackyVitry are you a bot? Risposta Elimina

~ BangBang

 Altro

RETWEET

3



15:10 - 3 lug 2014

Rispondi a **@94JackyVitry****iosonosempreio** @iosonosempreio · 21 h**@94jackyvitry** I would say YES YOU ARE!

Dettagli

 Risposta Elimina Preferito Altro



~ **BangBang** ~ ti ha ritwittato

21 h

21 h: @94jackyvitry I would say YES YOU ARE!

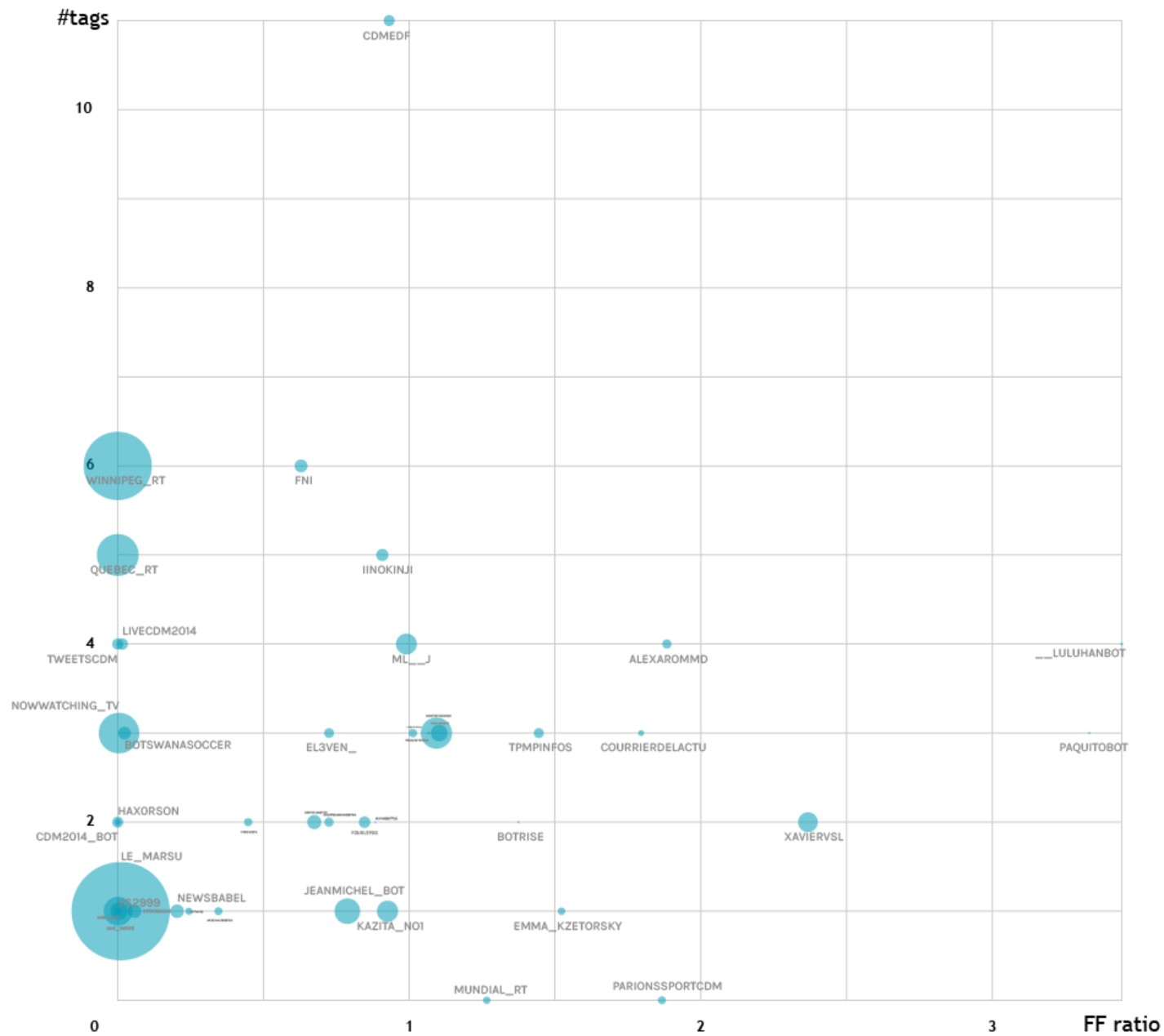
[Altri 3 Retweet](#)

Bot Detection (pt. 1)

- If you're out of the mass, you deserve some attention
- If you have thousands of friends/followers, but just few tweets, you're probably a bot
- It's interesting to analyze the friends/followers ratio

Bot Detection (pt. 2)

- Users who **declare** to be a bot
- **X Axis:** *Friends/Followers* Proportion
- **Y Axis:** Total number of *used #tags*



Bot Detection (pt. 2)

- We consider **declared bots** as **good bots**
- Their metrics put them in the **left-bottom corner**
- Is that the **good bots corner**?

The #Good



#CDM2014

@CDM2014_bot

Je suis un bot qui retweet tous les tweets qui parlent de la Coupe du Monde 2014. #CDM2014

#CoupeDuMonde

📍 Brésil



Angel Hax0r

@Hax0rSon

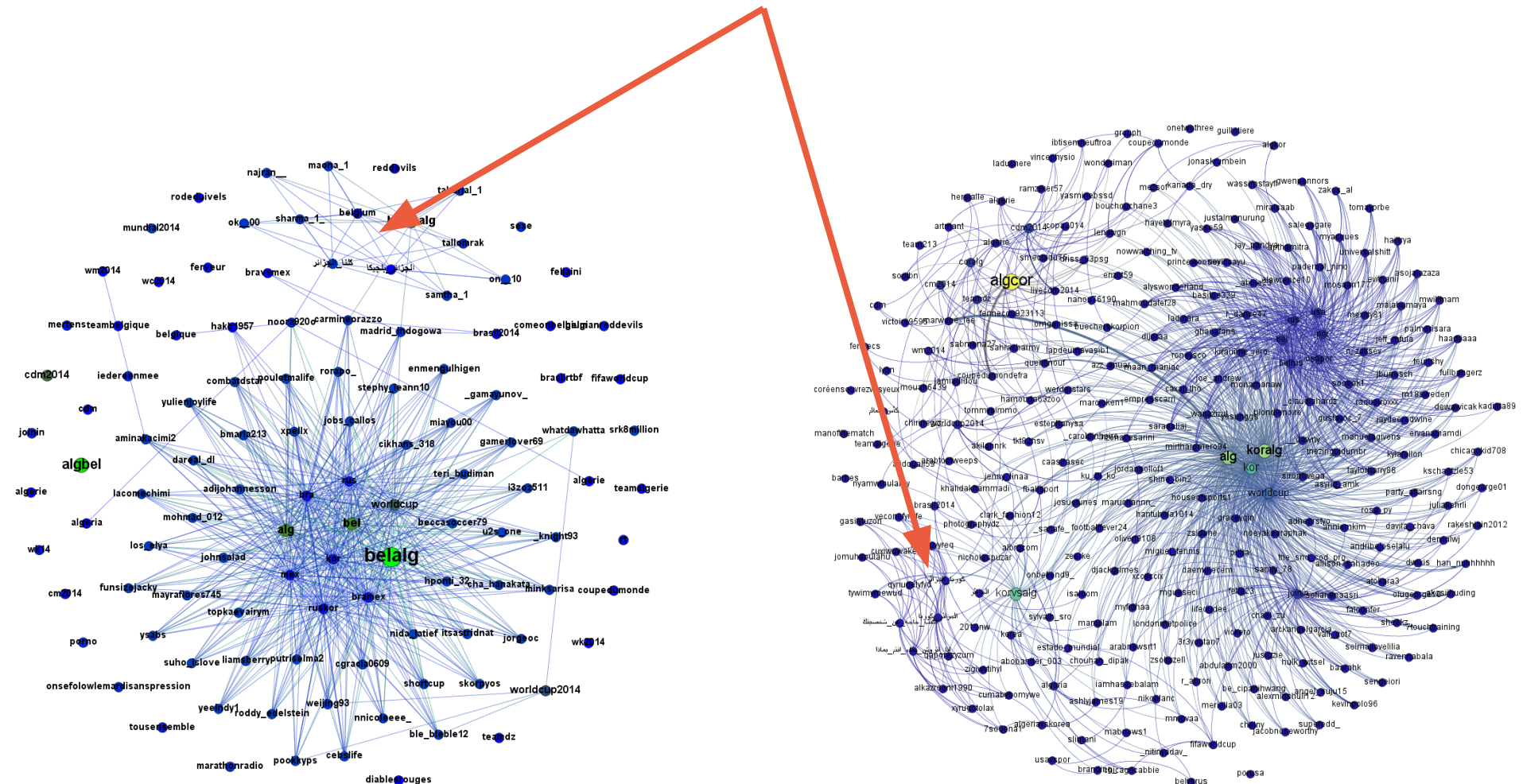
Yes, I'm a freaking bot. Let's win an Oculus Rift.

📍 I'm a bot

🔗 angelhack.com

Detecting the #Bads?

Users in these clusters have **normal FF ratios** and **don't carry special bot attributes** in their bios or usernames... **still they are bots.**



The #Bad



شرمَا
@sharma_1

إتصروا الأب المكلوم Ok__1 الذي يدافع عن أعراضكم

6.633 TWEETS 5.542 FOTOS/VIDEOS 176 FOLGE ICH 178 FOLLOWER 12 FAVORITEN Mehr ▾

Tweets Tweets und Antworten

شرمَا @sharma_1 · 44 Sek.

#ksa
#saudi
#عرعر
#الدمام
#حائل
#الجوف
#سكاكا
#طريف
#القريات
#بريدة
#عنيزة
#الظهران

5.542 Fotos oder Videos



Thibault Ainsley
@fumuxyrezaca

7.082 TWEETS 23 FOTOS/VIDEOS 5 FOLGE ICH 18 FOLLOWER Mehr ▾

Tweets Tweets und Antworten

Retweetet von Thibault Ainsley

Halulu Moohan @mejanotahuq · 10 Min.
Малодушие всегда найдет себе философское оправдание. #ЧМ2014 Украины

Retweetet von Thibault Ainsley

Harakeke Gianetti @mefewofevera · 11 Min.
Когда нам удается надуть других, они редко кажутся нам такими дураками, какими кажемся мы самим себе, когда другим удается надуть нас. #Wor

23 Fotos oder Videos



صامتة
@samtha_1

إتصروا الأب المكلوم Ok__1 الذي يدافع عن أعراضكم

6.839 TWEETS 5.518 FOTOS/VIDEOS 306 FOLGE ICH 207 FOLLOWER 29 FAVORITEN Mehr ▾

Tweets Tweets und Antworten

صامتة @samtha_1 · 2 Min.

#ksa
#saudi
#عرعر
#الدمام
#حائل
#الجوف
#سكاكا
#طريف
#القريات
#بريدة
#عنيزة
#الظهران

5.518 Fotos oder Videos



نجران
@najran__

إتصروا الأب المكلوم Ok__1 الذي يدافع عن أعراضكم

11 Tsd TWEETS 5.867 FOTOS/VIDEOS 633 FOLGE ICH 342 FOLLOWER 1.742 FAVORITEN Mehr ▾

Tweets Tweets und Antworten

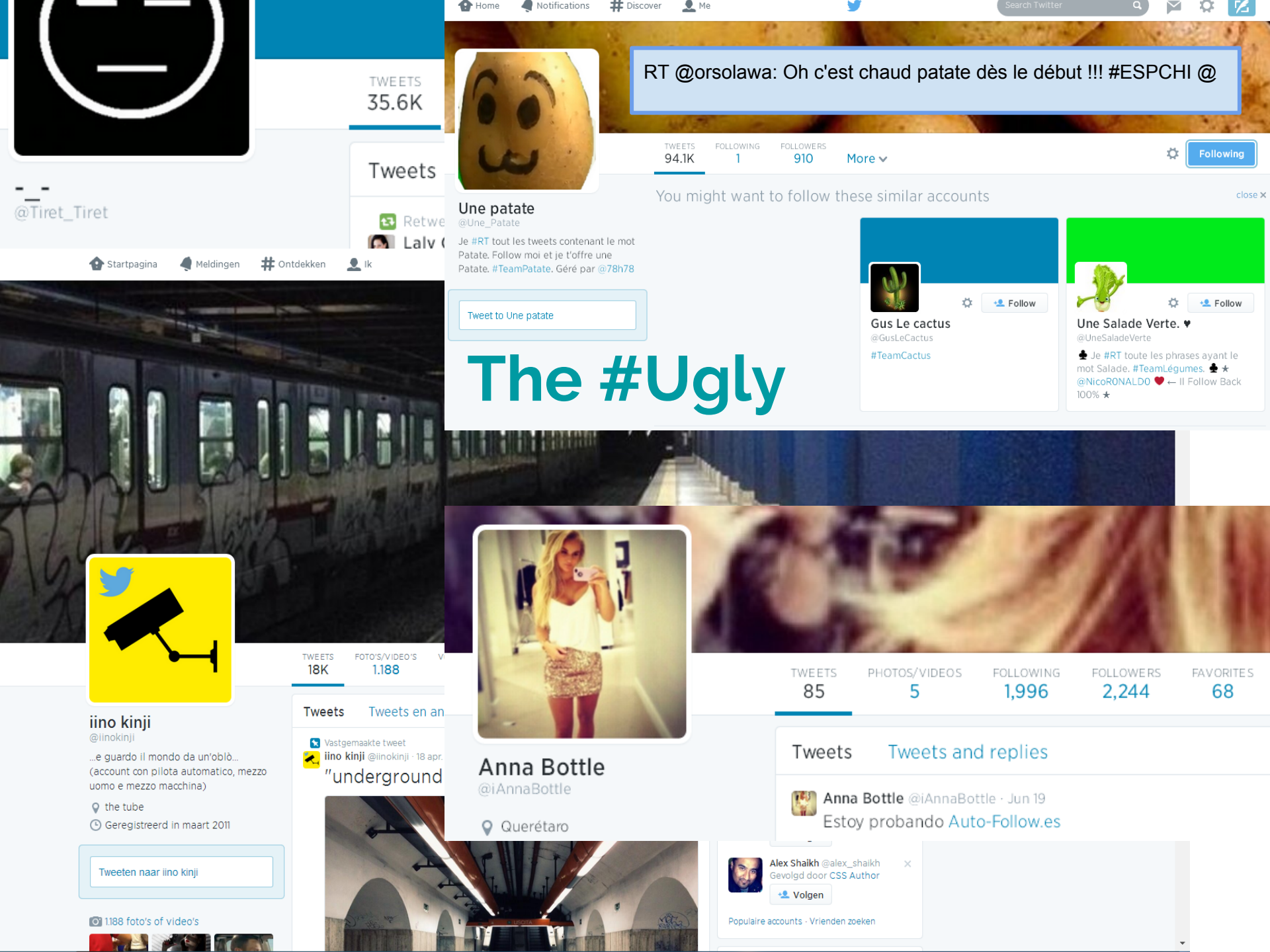
نجران @najran__ · 7 Min.

#ksa
#saudi
#عرعر
#الدمام
#حائل
#الجوف
#سكاكا
#طريف
#القريات
#بريدة
#عنيزة
#الظهران
#الخب

5.867 Fotos oder Videos

Detecting the #Ugly?

- The “ugly” works as a residual category, **often** half “human” half “non-human” (Cyborg)
- They engage followers through specific hashtags (i.e. “potato”) and tend to have more followers than friends
- Their content involves the emotional sphere
- Seems very promising for further qualitative analysis



@Tiret_Tiret

TWEETS
35.6K

Tweets

Retwe
Lalv

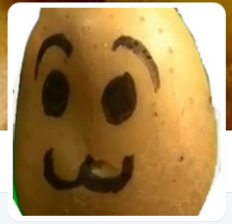
Startpagina Meldingen Ontdekken Ik



iino kinji
@iinokinji
...e guardo il mondo da un'oblò...
(account con pilota automatico, mezzo
uomo e mezzo macchina)
the tube
Geregistreerd in maart 2011

Tweeten naar iino kinji

1188 foto's of video's



Une patate
@Une_Patate
Je #RT tout les tweets contenant le mot
Patate. Follow moi et je t'offre une
Patate. #TeamPatate. Géré par @78h78

Tweet to Une patate

The #Ugly



Anna Bottle
@iAnnaBottle
Querétaro

Tweets Tweets en an

Vastgemaakte tweet
iino kinji @iinokinji · 18 apr.
"underground



RT @orsolawa: Oh c'est chaud patate dès le début !!! #ESPCHI @

TWEETS 94.1K FOLLOWING 1 FOLLOWERS 910 More

You might want to follow these similar accounts


Gus Le cactus
@GusLeCactus
#TeamCactus
Follow


Une Salade Verte. ♥
@UneSaladeVerte
♣ Je #RT toute les phrases ayant le
mot Salade. #TeamLégumes. ♣ ★
@NicoRONALDO ♥ ← Il Follow Back
100% ★
Follow

TWEETS 85 PHOTOS/VIDEOS 5 FOLLOWING 1,996 FOLLOWERS 2,244 FAVORITES 68

Tweets Tweets and replies

Anna Bottle @iAnnaBottle · Jun 19
Estoy probando Auto-Follow.es


Alex Shaikh @alex_shaikh
Gevolgd door CSS Author
Volgen
Populaire accounts · Vrienden zoeken

The Pope Could Be a Bot (A Bad One)

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Me

Search Twitter



TWEETS 363

FOLLOWING 8

FOLLOWERS 4.2M

More

Follow

Pope Francis

@Pontifex

Welcome to the official Twitter page of His Holiness Pope Francis

Vatican City

newsva

Joined February 2012

Tweet to Pope Francis



Papa Franciscus

@Pontifex_in

Tuus adventus in paginam publicam Papae Francisci breviloquentis optatissimus est.

Follow



Papst Franziskus

@Pontifex_de

Willkommen auf der offiziellen Twitter-Seite Seiner Heiligkeit Papst Franziskus

Follow



Papa Francisco

@Pontifex_es

Bienvenido al Twitter oficial de Su Santidad Papa Francisco

Follow



Follow



Follow



Follow

Who to follow · Refresh · View all



Sabine Niederer

@sabinesabi...

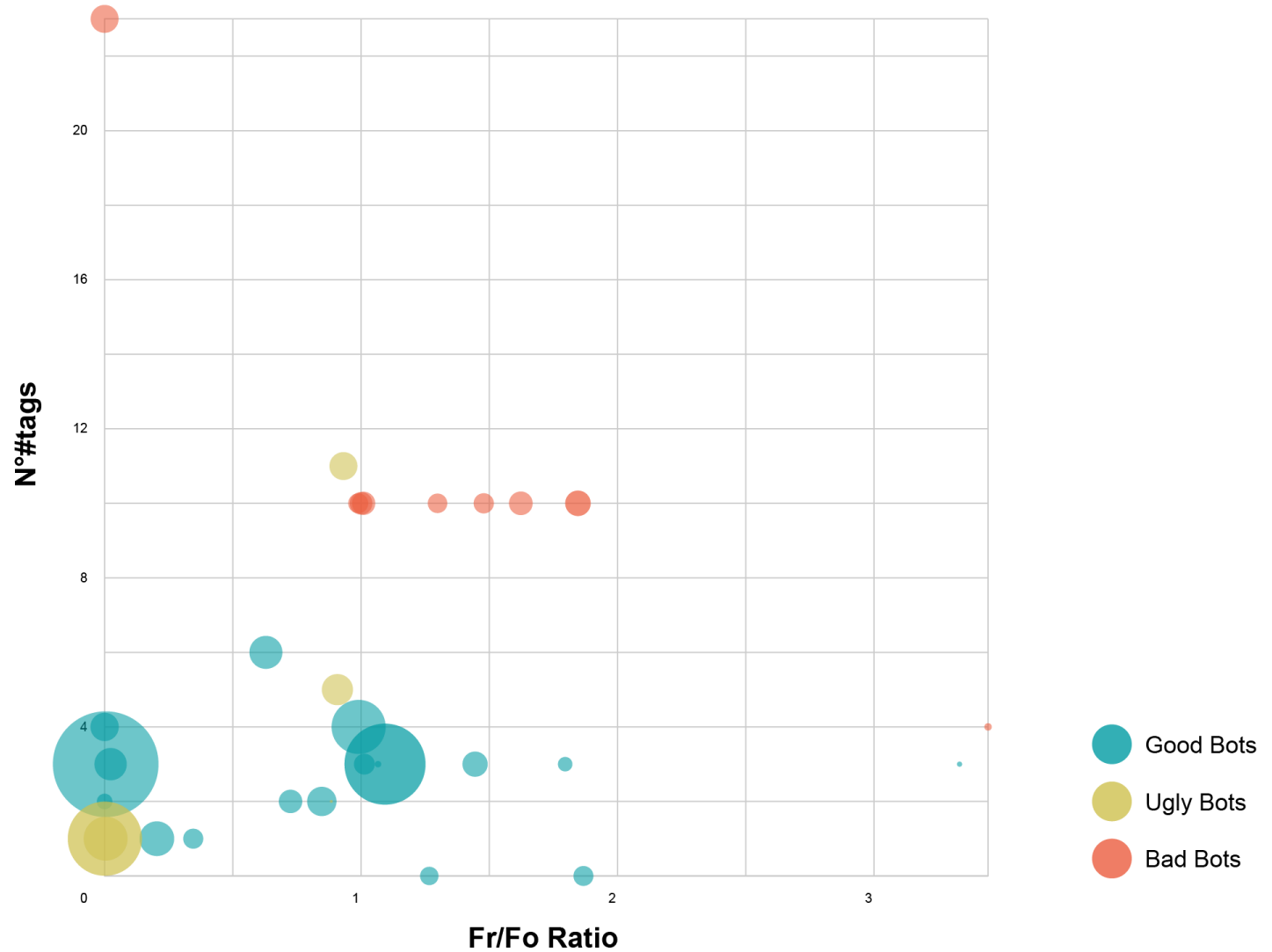
Follow



Ruben van der Meer

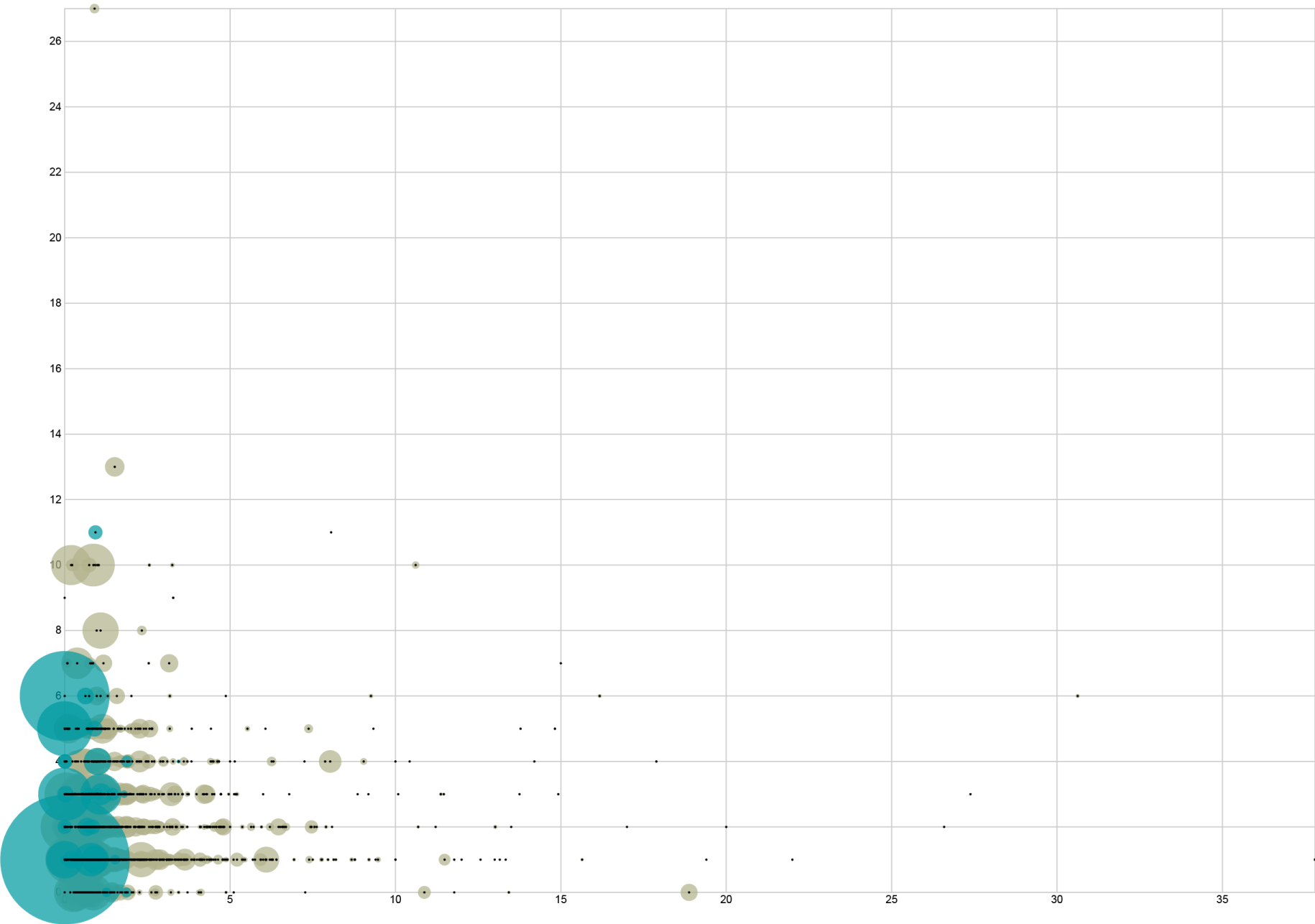
@ruben...

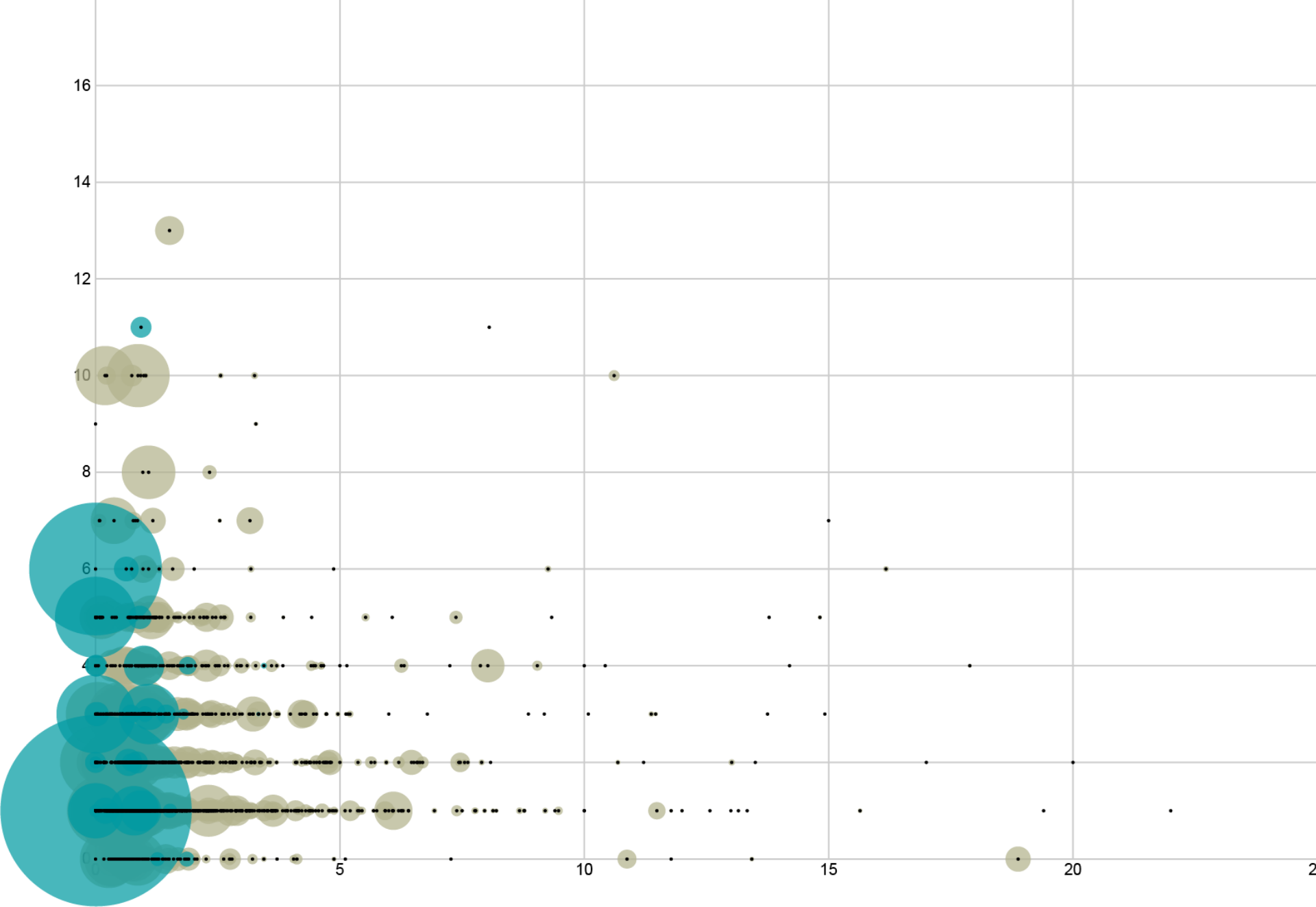
Bot Detection (pt. 2)

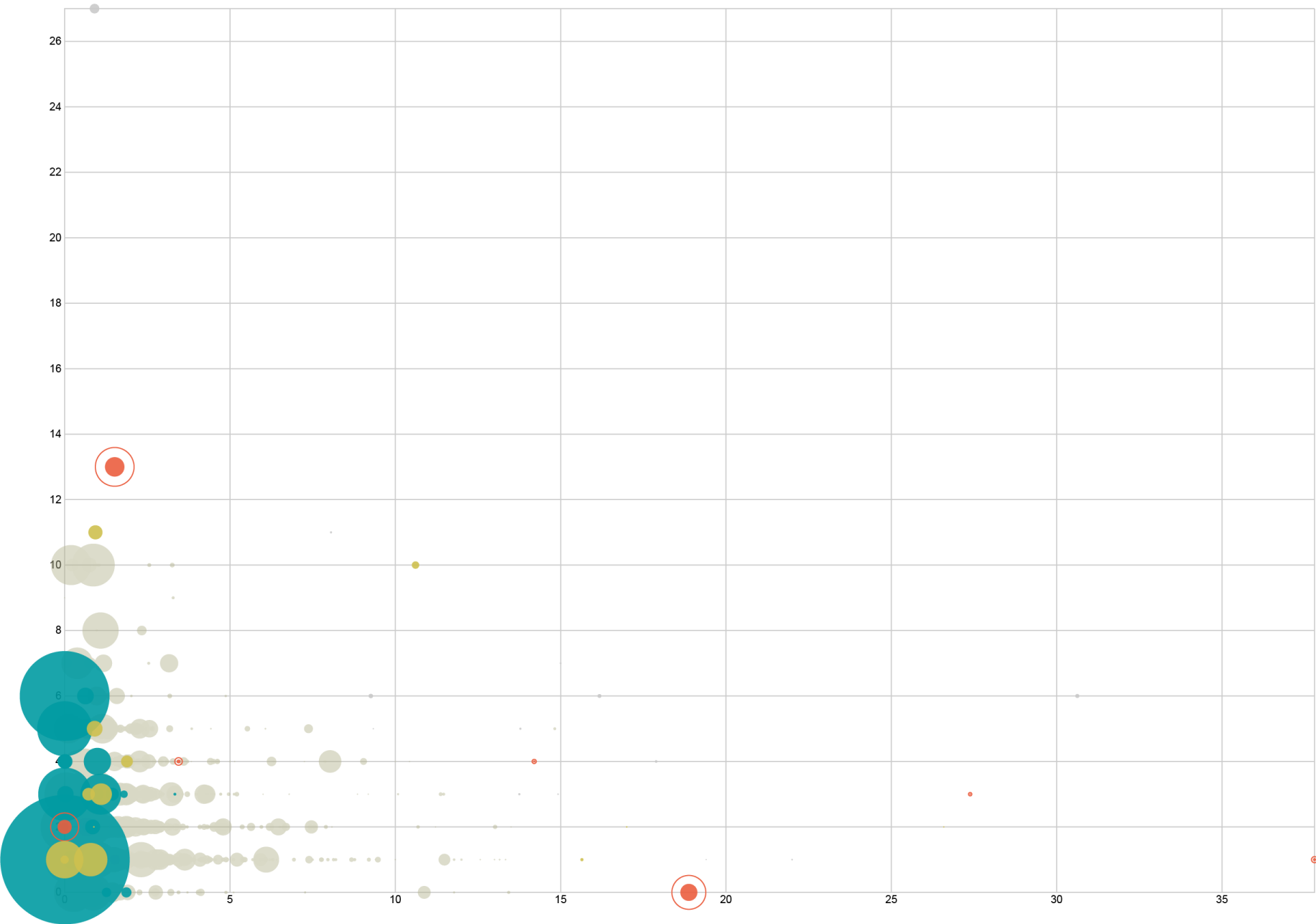


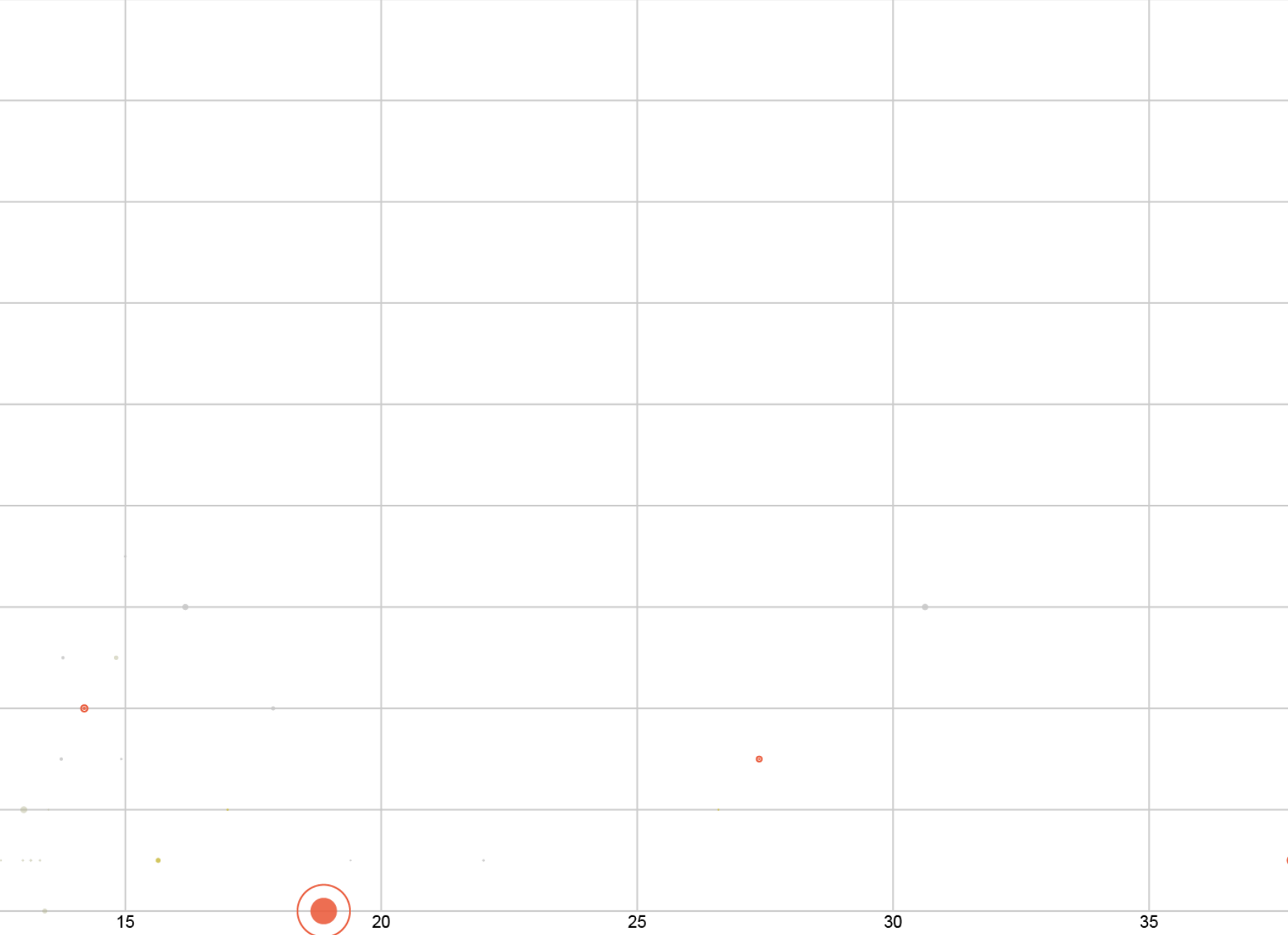
Bot Detection (pt. 2)

- Maybe yes, we have a good corner.
- Let's run some bigger analysis, within our ~2500 sample!









Conclusion

(and have a happy Comic Sans Day!)

- ❑ World cup tweeting is not very botted
- ❑ World cup bots are very diverse, it's not all #good and #bad
- ❑ Large #ugly category in the middle that's hard to categorize and make sense of
- ❑ Boundaries between #ugly and #good are blurry and more difficult to draw than between #good and #bad