

16 Things I Learned About Cyber Propaganda

1. Interactions of interest occur between casual acquaintances.
2. Political ideas are most effectively injected into discussions about non-political topics.
3. Lurkers are centrists. Posters are polarized.
4. Trolling for attention in comments works. The ruder you are, the more likely you are to get a response.
5. Exploit the ambiguity between news and entertainment.
6. Always remember that memes are not inherently electronic.
7. The real influence of memes occurs when they jump off-line into the mainstream media.
8. People are more cordial to political opponents in online conversations versus in real life conversations.
9. Cordial lurking, likewise, occurs more frequently online as opposed to in real life.
10. Angry emotional contagion across commenters is super powerful.
11. Anger is best activated through simple personal attacks in comments.
12. It is hard for a rumor to go away a hundred percent.
13. Disagreeable content is more effectively deceptive (compared to agreeable content).
14. Disgusting, especially morally disgusting, rumors are among the most likely to be spread.
15. The key to belief is to make them believe someone else also believes it.
16. Powerful recency effects exist, but they are not currently well understood. Message diffusion from individual nodes peaks early and trails off in a long tail.