

Emerging tools for online campaigning: influencers, troll and bot farms



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Influencer

- a content creator with a commercial intent, who builds trust and authenticity-based relationships with their audience (mainly on social media platforms) and engages online with commercial actors through different business models for monetization purposes.

EU Report: The impact of influencers on advertising and consumer protection in the single market

Country examples



USA



Philippines



Kazakhstan

Influencers: challenges

- ❑ Mostly unregulated globally (or regulated within general political finance or campaign regulations neglecting the specific of phenomenon)
- ❑ Mostly not-reported
- ❑ Freedom of speech (organic content) VS campaigning (paid ads)
- ❑ Challenges for detection, investigation and prosecution
- ❑ Overregulation in the countries with weak rule of law may lead to censorship



Bot

is an automated software programme that mimics human behaviour on social media by posting, liking (forwarding, signposting) posts, and talking to real people



Troll

is a real person who spends time on websites and social media, posting divisive or irrelevant messages and comments to provoke, harass or intimidate

Country examples



Russia

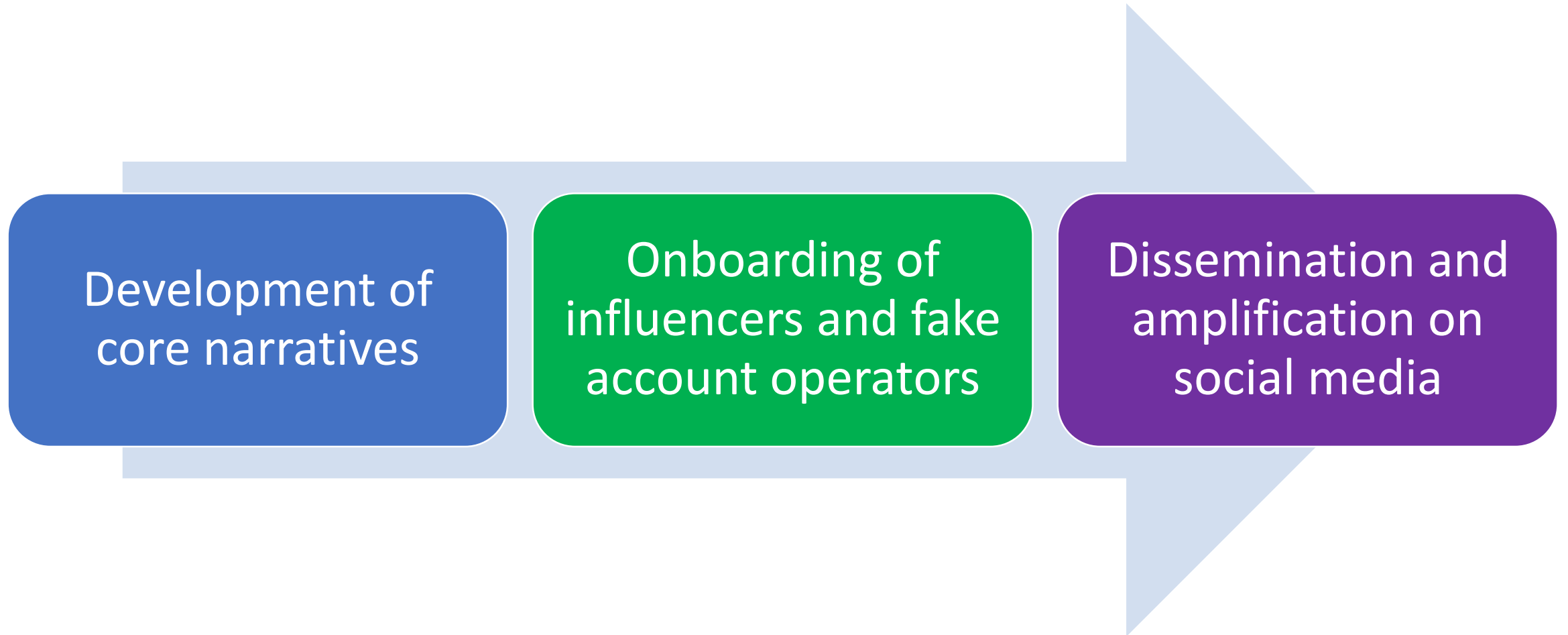


Philippines



Moldova

Disinformation campaign through bots' farms



THANK YOU!

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