

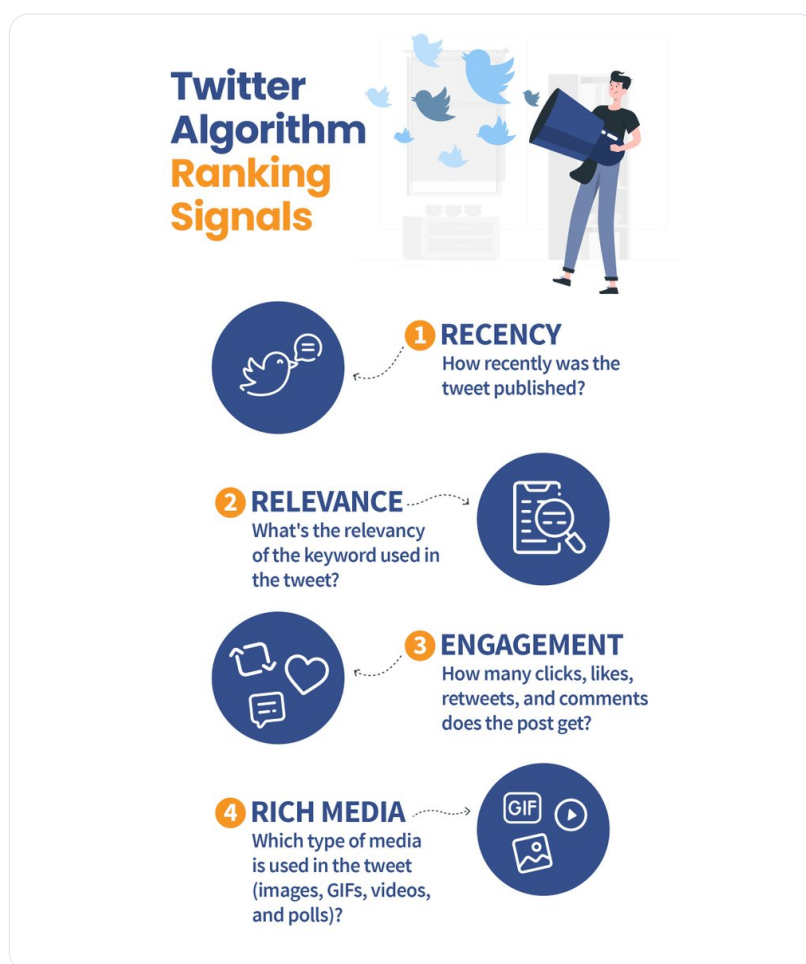


Pekka Kallioniemi @P_Kallioniemi

Dec 26, 2022 · 14 tweets · [P_Kallioniemi/status/1607289593082089476](#)

In today's [#vatnik](#) soup I'll theorize what's happening with Twitter after Elon took over. As with all social media platforms, Twitter's algorithm is their best-kept secret and there is very little public information available on it.

1/14



Like other social media algorithms, Twitter's is probably powered by a machine learning (ML) components which means that it's constantly changing its behavior. It gets "training data" from the 900 million daily tweets posted on the platform.

2/14

Social media ML algorithms are extremely complex, and engineers from Google and Facebook have said that they sometimes have hard time understanding their own ML algorithms:

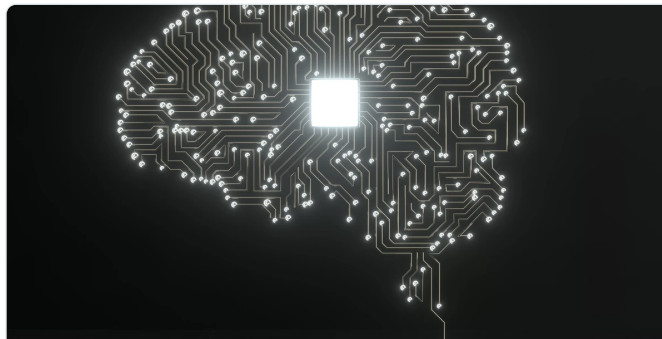
 **AJ Kohn**
@ajkohn · [Follow](#) 

Google doesn't quite understand what RankBrain is doing says [@haahr](#) [#smx](#)

9:39 PM · Mar 3, 2016 

 17  Reply  Copy link

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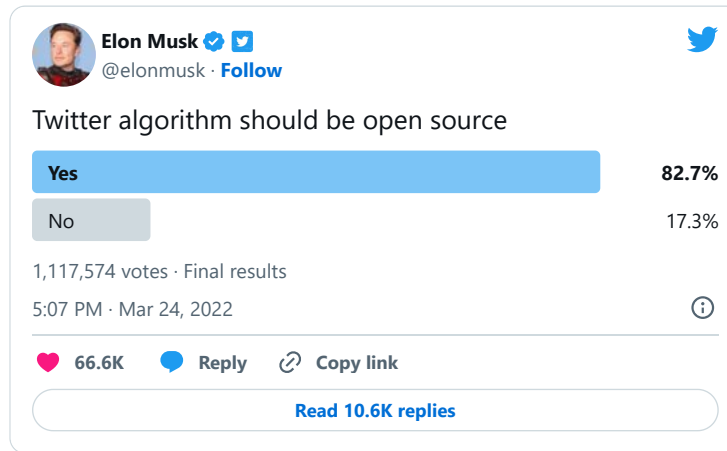


Scientists Increasingly Can't Explain How AI Works

AI researchers are warning developers to focus more on how and why a system produces certain results than the fact that the system can accurately and rapidly produce them.

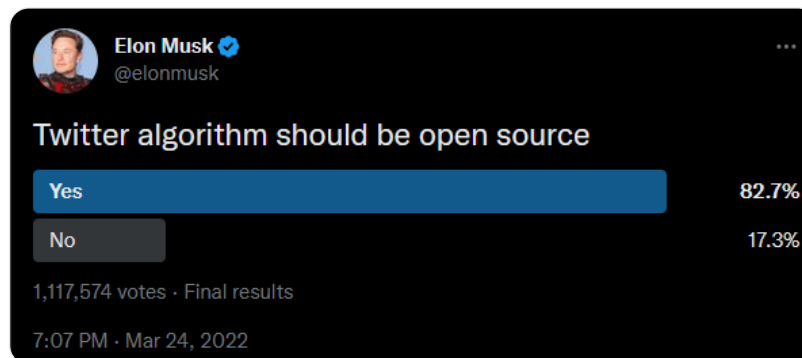
<https://www.vice.com/en/article/y3pezm/scientists-increasingly-cant-explain-how-ai-works>

On 24 Mar, 2022, when Musk was still planning the purchase, he held a poll about making the whole algorithm open source:



I very much doubt that this will happen - there are two elements that make a social media platform successful:

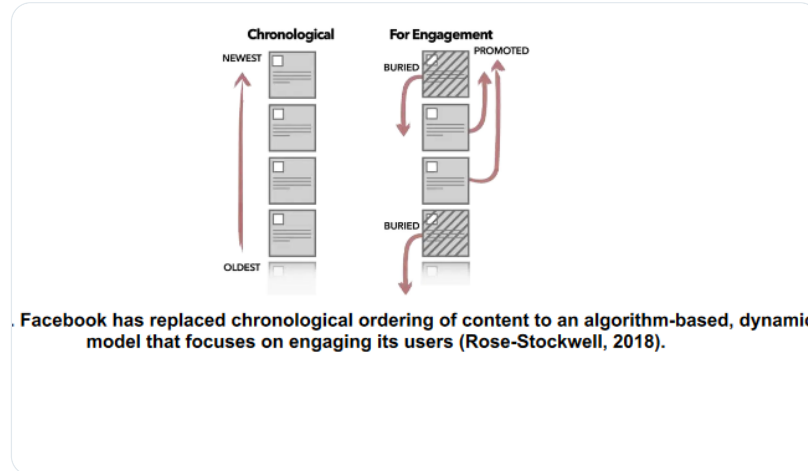
4/14



1) its algorithm, and 2) critical mass to make the platform lively.

So how does Twitter prioritize content? Instead of ordering tweets chronologically, it shows tweets dynamically based on various factors - who do you follow, whose tweets you've been reading, etc.

5/14



If you read some of Max Blumenthal's or Lauren Boebers' tweets out of curiosity, Twitter may show you more of this type of content. It of course prioritizes tweets from people you follow, but sometimes it makes these "detours" that change your Twitter feed.

6/14



Now, a bit of theorizing: I think that the algorithm was changed after the Russian invasion so that it would prioritize Ukraine-related content. This content was seen more often, gained more exposure, likes, re-tweets, etc.

7/14



This theory is supported by my own data, showing that engagement dropped by around 40%. This phenomenon was also supported by other, much more popular people:

Julia Davis  @JuliaDavisNews · [Follow](#)

Replying to @betelgeuse1922

Mine also went down, basically cut in half.






OCTOBER		NOVEMBER	
OCT 2022 SUMMARY		NOV 2022 SUMMARY	
Tweets	560	Tweets	395
Tweet impressions	159M	Tweet impressions	82.3M
Profile visits	17.3M	Profile visits	9.73M
Mentions	144K	Mentions	81.5K
New followers	44.2K	New followers	10.8K

6:35 PM · Dec 5, 2022

2.7K  Reply  Copy link

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8/14

Impressions 	Engagements 	Detail expands 
610K	45,384	15,180
	New followers 	Profile visits 
	106	3,216

Impressions 	Engagements 	Detail expands 
83,558	4,324	1,678
	New followers 	Profile visits 
	11	384

I would also imagine that some more strict rules for prioritizing content related to COVID-19 were integrated during the first year of the pandemic. This was - based on my theory - done to control the spread of disinformation related to the pandemic.


9/14


Covid jab spike proteins cause lymphocytes to “chew a hole in the aorta,” warns Dr. Cole

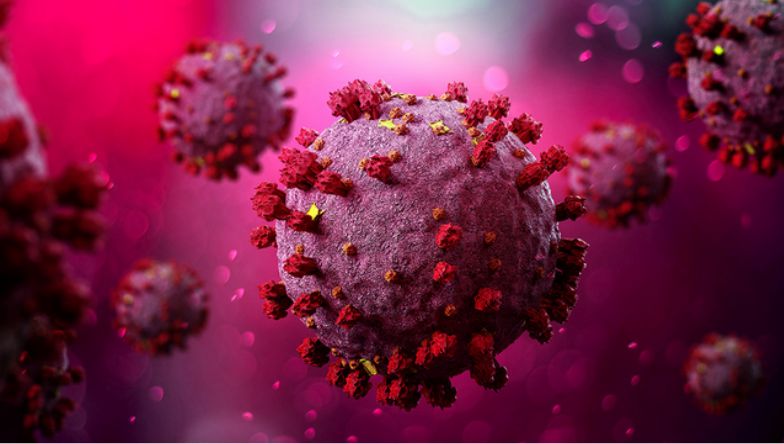
Monday, December 12, 2022 by: Ethan Huff
Tags: *aorta, badhealth, badmedicine, badscience, Big Pharma, Censored Science, chemical violence, Collusion, COVID, health freedom, informed consent, medical violence, medicaly tyranny, pandemic, pharmaceutical deception, Ryan Cole, science deception, spike protein, vaccine damage, vaccine death, vaccine injury, vaccine wars, vaccines*

This article may contain statements that reflect the opinion of the author

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 **6,690**
VIEWS



So, I don't believe that Twitter started suppressing Ukraine-related content, but removed its prioritization instead.

Also, I don't think the Twitter Blue does anything yet, as Julia Davis, who saw a drastic drop in engagement, already has it.

10/14

Of course it's up to Twitter to decide if they want to boost specific type of content or not - as a private company they can "take sides" if they want as long as they follow the law.

One of the first promises of Elon was to get rid of Twitter's bots ...

11/14

... but the problem is not the bots, but the organic troll farms. Actual people are propagating and spreading state- and corporation-sponsored areas en masse, and these troll armies use brigading, spamming and spreading of disinformation as their weapons.

12/14

We also identified a long list of international actors apparently benefiting from the publicity generated by the same manipulation providers.

- Head of a Saudi government agency (Twitter).
- Advisor to the Saudi Royal Court (Twitter).
- A Lebanese journalist (Twitter).
- A number of accounts associated with the National Council of Resistance of Iran (Twitter).
- A prominent Venezuelan politician (Twitter).
- Various accounts from public figures in Indonesia, Egypt, Brazil (Twitter).

In one of my earlier soups I predicted that disinformation will spread faster and wider with the changes that Musk has made. I think that the more recent changes and Elon's tweets reinforce this prediction. Many known disinfo spreaders have also been reinstated on Twitter.

13/14

Study: On Twitter, false news travels faster than true stories

Research project finds humans, not bots, are primarily responsible for spread of misleading information.

[Watch Video](#)

Peter Dizikes | MIT News Office
March 8, 2018



Elon hasn't made any comments about troll farms either, probably because it's such a huge problem that it's almost impossible to tackle.

My related soups:

Troll farms:



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In today's #vatnik soup, I'll continue discussing about info ops, disinfo & propaganda. Today's focus will be on troll farms and "useful idiots".

As usual, I'll focus on Russia and its activities because of its topicality and the previous research available.

1/13



7:22 AM · Dec 9, 2022



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Manipulation:



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In today's #vatnik soup I'll continue talking about troll farms and social media manipulation, extending the topic to other social media platforms, too.

Our social media space is constantly manipulated by paid actors whose goal is to control the online narratives.

1/10



7:44 AM · Dec 20, 2022



1.1K Reply Copy link

Read 33 replies

Twitter Files:



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@P_Kallioniemi · Follow



In today's #vatnik soup I'll explain why Elon Musk's (@elonmusk) "balancing act" of purging just one side will increase the spread of fake news and disinformation. First of all I'd like to say that biased, systematic blacklisting of content that Twitter conducted was WRONG.

1/14



11:31 AM · Dec 10, 2022



195 Reply Copy link

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14/14



