

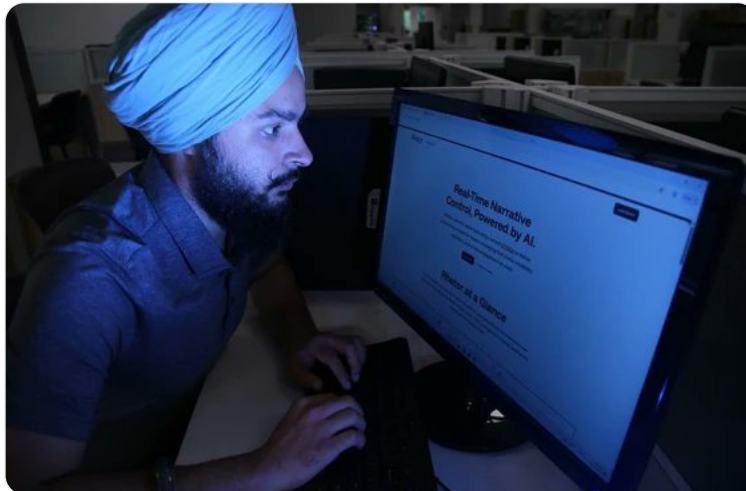


Pekka Kallioniemi @P_Kallioniemi

Aug 11, 2025 · 24 tweets · [P_Kallioniemi/status/1954865204870742363](#)

In today's Vatnik Soup, I'll talk about engagement farming: a cynical social media tactic to rack up likes, shares, and comments. From rage farming to AI-powered outrage factories, engagement farming is reshaping online discourse and turning division into profit.

1/23



Engagement farming is a social media tactic aimed at getting maximum likes, shares, and comments, with truth being optional. It thrives on provocative texts, images, or videos designed to spark strong reactions, boost reach, and turn online outrage into clicks and cash.

2/23



Dom Lucre | Breaker of Narratives ✓

@dom_lucre

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DEVELOPING: This politician is going viral on X for the 4th time.



Readers added context they thought people might want to know

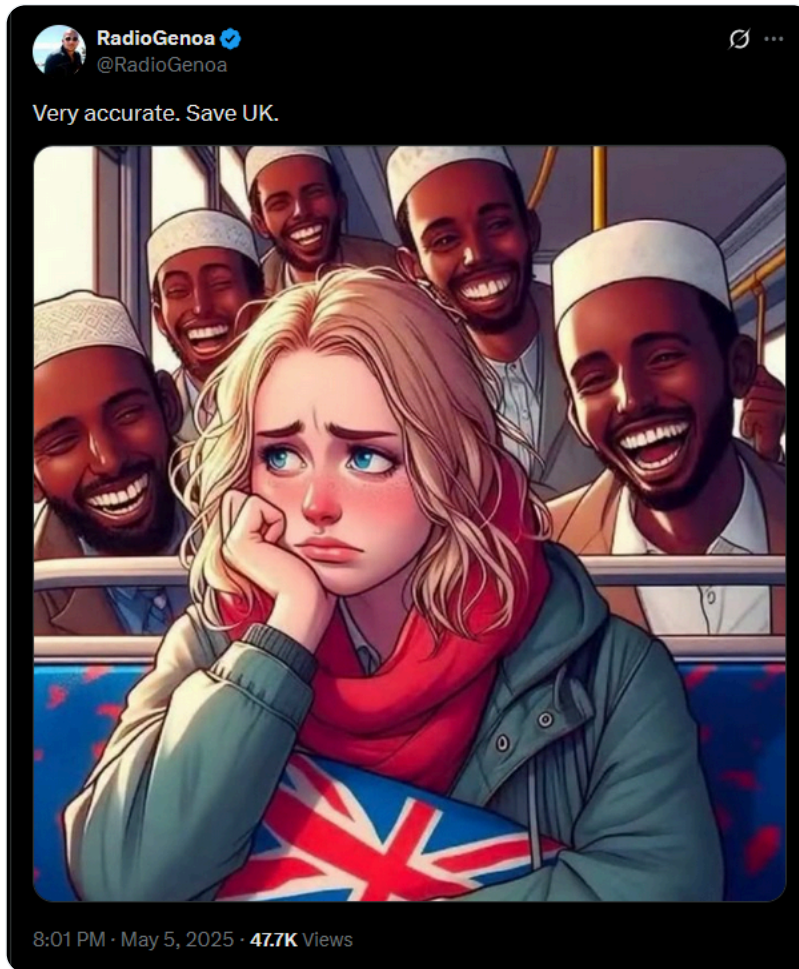
Photograph is one created by Stable Diffusion. An analysis carried out by Hive moderation gave 99.9%.

twitter.com/MisterioDescon...

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One subset of engagement farming is rage farming: a tactic built to provoke strong negative emotions through outrageous or inflammatory claims. By triggering anger or moral outrage, these posts often generate 100s or even 1,000s of heated comments, amplifying their reach.



Engagement farming works because our brains are wired to react more strongly to emotionally charged content, especially outrage. Anger, fear, and moral shock grab attention faster than facts, keeping us glued to posts and boosting their reach.

4/23



Brad Brenner, Ph.D.
Posted May 04, 2025

[MEET DR. BRENNER](#)

Rage Farming: How Algorithms Monetize Outrage & What You Can Do

[in](#) [LinkedIn](#) [f](#) [Facebook](#) [t](#) [Twitter](#)

You tap Instagram at lunch, planning to cleanse your palate with a 30-second corgi clip. Two swipes later—boom—you're clenching your jaw at a stranger's half-baked, all-caps rant. How did you vault from "aww" to "are you kidding me?" in under ten seconds?

Spoiler: that hair-trigger mood swing isn't a personal failing; it's the platform's profit engine at work. Users often feel compelled to respond to provocative content, which is part of the platform's strategy to increase engagement. In the next few minutes, we'll dissect how algorithms cash in on outrage, how creators weaponize your attention, and—most importantly—how you can step off the rage treadmill before it hijacks the rest of your day.

Social media algorithms reward this by pushing high-engagement posts to more users. Outrage sparks comments, shares, and quote-tweets, creating a feedback loop. The more you react, the more the platform amplifies the very contents that upset you.

5/23



Defund Israel Now 
@DefundIsraelNow



Hitler speech with English subtitles, everything he said still rings true today.





Inevitable West ✓
@Inevitablewest

Subscribe



The German youth earlier today.

Gen Z has never been more awake.



12:05 AM · Dec 22, 2024 · 7,999 Views

Many engagement farming accounts have no real ideology — their cynical approach to social media is to post whatever triggers the most reactions. Outrage, conspiracy, fake news— anything goes, as long as it boosts clicks, comments, and followers.

6/23



Since Elon took over X and Trump won the presidency, fact-checking and other safeguards on X and Meta's platforms have largely vanished. False or misleading posts now face little pushback, no matter how many people they reach. Musk doesn't seem to care.

7/23


Mashable[Super Bowl 2024](#)[AI @ WORK](#)[Tech](#)[Science](#)[Life](#)[Social Good](#)[Entertainment](#)[Deals](#)[Shopping](#)

Home > Tech

Most users on X never see Community Notes correcting misinformation

A Mashable investigation found that Elon Musk's answer to X's misinformation problem is failing.

By [Matt Binder](#) on November 30, 2023 [f](#) [X](#) [v](#)



Elon Musk's X depends on Community Notes to fact-check misinformation on the platform. A Mashable investigation found that most users who view the misinformation don't see those notes. Credit: Jakub Porzycki/NurPhoto via Getty Images

PREMIUM • EDITORS' PICK

Musk's X Fired 80% Of Engineers Working On Trust And Safety, Australian Government Says

Half of internal moderators and a third of X's trust and safety team globally were fired after Musk's arrival, Australia's online safety regulator says.

Thomas Brewster Forbes Staff

Senior writer at Forbes covering cybercrime, privacy and surveillance.

Follow



Jan 10, 2024, 08:00am EST

Zuckerberg turns the tables on kids' safety online

By RUTH READER and SHAWN ZELLER | 04/21/2025 02:00 PM EDT

TECH MAZE



Meta CEO Mark Zuckerberg is pressing lawmakers to turn their attention to his rivals' social media platforms and their child-safety protocols. | Roberto Schmidt/AFP via Getty Images

Meta CEO Mark Zuckerberg, owner of Facebook and Instagram, is flooding Washington with ads [aimed at convincing](#) lawmakers to require his rivals' app stores to verify shoppers' ages and require parental consent for kids to download social media apps.

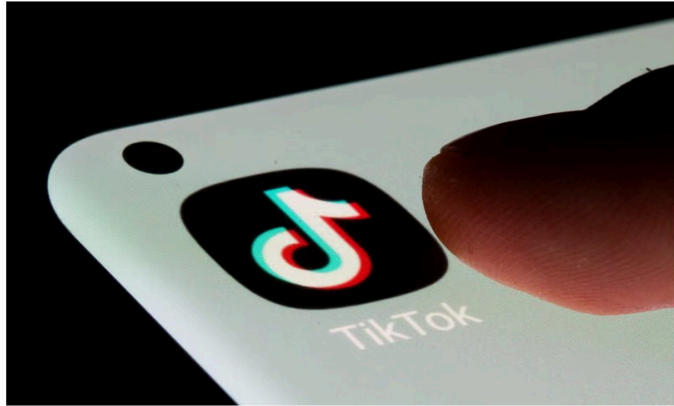
TikTok self-harm study results 'every parent's nightmare'

Research suggests algorithm promotes self-harm and eating disorder content within minutes of interest being shown

Dan Milmo and Alex Hern

Thu 15 Dec 2022 06:01 CET

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The researchers set up accounts in the US, UK, Canada and Australia registered with ages of 13. Photograph: Dado Ruvic/Reuters

TikTok's recommendation algorithm pushes self-harm and eating disorder content to teenagers within minutes of them expressing interest in the topics, research suggests.

The Center for Countering Digital Hate (CCDH) found that the video-sharing site will promote content including dangerously restrictive diets, pro-self-harm content and content romanticising suicide to users who show a preference for the material, even if they are registered as under-18s.

With X's ad revenue share and bonus payouts tied to engagement, lying online has become a viable monetization model. The more outrage and clicks a post gets, the more money it earns, which makes facts completely optional. A predictable consequence of the monetization model.

How X users can earn thousands from US election misinformation and AI images

30 October 2024

Share  Save 

Marianna Spring

Social media investigations correspondent



Some users on X who spend their days sharing content that includes election misinformation, AI-generated images and unfounded conspiracy theories say they are being paid "thousands of dollars" by the social media site.

In countries like India, where average incomes are low, some have discovered they can make a good living through engagement farming. False claims, clickbait, and outrage posts can earn far more than many local jobs. Many of these accounts focus on divisive foreign topics:

Average Monthly Salaries Across The World

Switzerland	 \$6,096	₹4,98,567
Luxembourg	 \$5,015	₹4,10,156
Singapore	 \$4,989	₹4,08,030
USA	 \$4,245	₹3,47,181
Iceland	 \$4,007	₹3,27,716
Qatar	 \$3,982	₹3,25,671
Denmark	 \$3,538	₹2,89,358
UAE	 \$3,498	₹2,86,087
Netherlands	 \$3,494	₹2,85,756
Australia	 \$3,391	₹2,77,332
India	 \$573	₹46,861

(1 USD = ₹81.75 as of 12:30 PM (IST) on 1 May 2023)

Source: World of Statistics

Immigration in Europe/US, American politics, anti-EU narratives, or pro-Kremlin talking points are commonly used. By posting highly polarizing content, they provoke strong emotional reactions, driving engagement and turning online division into a profitable export.



Inevitable West ✓
@Inevitablewest



Holy sh*t!

More than 100,000 Irish patriots just conquered Dublin in one of the biggest Protests Ireland has ever seen

They're taking their country back!



1:14

Last edited 4:52 PM · Apr 26, 2025 · **4.1M** Views





Another reason many India-based engagement farming accounts push narratives about immigration, birth rates, conspiracy theories, and racist tropes is simple: Elon Musk often amplifies this kind of content to his massive, +200M audience.

11/23





Wall Street Apes ✓

@WallStreetApes

Is something going on with the X algorithm?
Every post I've made all day seems to be getting
throttled no matter how many shares they get
(even posts with 1,000+ shares go nowhere)

Anyone else noticing this?



Elon Musk ✓ ✕

@elonmusk

We need to fix it

Aug 10, 2025, 6:38 AM

By sharing their posts, Elon can grow individual accounts at a massive pace. For many of these grifters, the number one goal is to be noticed by the site's owner, because one retweet from him can supercharge their reach and income overnight.

↻ Elon Musk reposted



KEK of MaximUSA(Patriotic Kekius) ✓

@Lord_of_Degen

His name is also

Kekius MaximUSA

True American hero 🇺🇸 ✂️



Aug 10, 2025, 3:27 AM

With most anonymous engagement farming accounts or networks, it's nearly impossible to know their country of origin. Some have been exposed as operating from India, Cambodia, and Russia, often posting on foreign politics purely to cash in on outrage.



Donald J. Trump **Update**
@TrumpUpdateHQ



The man single-handedly triggered 57 countries.



10:51 AM · Apr 27, 2025 · **6.5M** Views

🏠 > Entertainment


Mastermind behind right-wing Twitter account 'Inevitable West' exposed as Indian crypto scammer

Mastermind behind right-wing X, formerly Twitter, account 'Inevitable West' exposed as alleged Indian crypto scammer.

Pop Culture & Art | February 06, 2025





Freedom 
@Jimbo8157047090



Replying to @I_amMukhtar

HERES THE MAN BEHIND INEVITABLE WEST

Saurabh Chandrakar

Mahadev App Scam Mastermind's Impending Extradition

- Saurabh Chandrakar, a key promoter of the Mahadev betting app, will soon be extradited to India from Dubai following his recent arrest.
- The Enforcement... [Show more](#)



2:46 PM · Feb 5, 2025



MAGA Voice 
@MAGAVoice



Follow

I'm actually Russian

19:31 · 31/05/2023 · **19** Views

Which is why the world's richest man is now surrounded by assflies like Ian Miles Cheong AKA @stillgray & @cb_doge - both constant commentators on US politics. Cheong is from Malaysia, lives in Dubai, and has never set foot in the US, whereas @cb_doge is based in India.



Ian Miles Cheong  

@stillgray

The EU and NATO are fascistic organizations that must be dismantled.



Guy Verhofstadt  @guyverho... · 01 Mar

How long we going to tolerate Orbán's obstruction in EU, NATO and beyond ?

Let's strip him of his voting rights as foreseen in the treaties !

Hungary's Viktor Orbán plays spoilsport on NATO accession for Finland, Sweden


Hungarian parliament set to open debate on Nordic countries' bid to join military alliance.



14:09 · 02 Mar 23 · **31K** Views

34 Retweets **2** Quotes **210** Likes



Ian Miles Cheong 
@stillgray



Payouts for most creators on X are about a fifth of what they were when the monetization system was first launched.

It doesn't bother me too much because I don't personally rely on the biweekly payouts as a source of income, but a lot of creators especially smaller ones who invested a lot of time and effort into building their accounts following the launch of monetization have told me in private that they feel like they had the rug pulled out from under them as their payouts continued to decline despite consistency and frequency of posts.

I do hope that X offers an increase to payouts—but more importantly transparency to creators about their revenue, in the way other platforms do, or it becomes difficult for creators to justify producing original or exclusive content on X as opposed to TikTok, YouTube or Instagram.

12:53 PM · May 3, 2025 · **48.2K** Views

- **DogeDesigner**   @cb_doge · Jul 28
Replying to @Pip_hunter23
No Starlink in India
-  1 210
- **DogeDesigner**   @cb_doge · Jan 14, 2022
Replying to @GailAlfarATX @pythadoge and 17 others
I wish i could get one of these here in India 🍷
-  6
- **DogeDesigner**   @cb_doge · Mar 24, 2022
Replying to @PPathole @elonmusk and @Tesla
I am still waiting to own one here in India. Driving a 8y old Honda and will continue to wait till its finally here 🇮🇳
-  17
- **DogeDesigner**   @cb_doge · May 19
Replying to @WholeMarsBlog
For how long you in India?
-  25 3,819
- **DogeDesigner**   @cb_doge · Mar 11, 2022
Replying to @teslajapan
Wen India **
-  3
- **DogeDesigner**   @cb_doge · Jan 15
Replying to @alphadoge777 and @WhaleWire
India bans crypto for the 69420th time
-  11 866
- **DogeDesigner**   @cb_doge · Jan 17, 2022
Replying to @GailAlfarATX @elonmusk and 9 others
& India too soon! 🇮🇳🍷 Can't wait to prebook mine 🍷
-  1 8
- **DogeDesigner**   @cb_doge · Feb 19, 2022
Replying to @realjulialove
Wen in India? **
-  5
- **DogeDesigner**   @cb_doge · Apr 21, 2022
Replying to @EvaFoxU @elonmusk and 2 others
Me too 🍷 @elonmusk are you coming to India this year? It was in news yesterday. Can't wait to own a Tesla here in India 🇮🇳
-  1 6
- **DogeDesigner**   @cb_doge · Aug 5
Replying to @imma_shiro
TikTok is banned here in India.
-  16 999
- **DogeDesigner**   @cb_doge · Mar 4, 2022
Replying to @IamSouravSil and @MyDogeOfficial
It's available in India
-  1
- **DogeDesigner**   @cb_doge · Jan 27, 2022
Replying to @elonmusk and @kimpaquette
While living in India, we know what's the truth. He thinks he can fool the people living in US 🍷🍷



So next time you see a post on X raging about immigration or claiming “blue-eyed Europeans” are being replaced by people from Africa or the Middle East, remember: it might just be another engagement farmer from Uttar Pradesh, India, desperately trying to make a buck.

Real (real)

**GIRLS AFTER BEING
RADICALIZED
ONLINE**



**BOYS AFTER BEING
RADICALIZED
ONLINE**



3:24 PM · May 4, 2025 · 47.7K Views

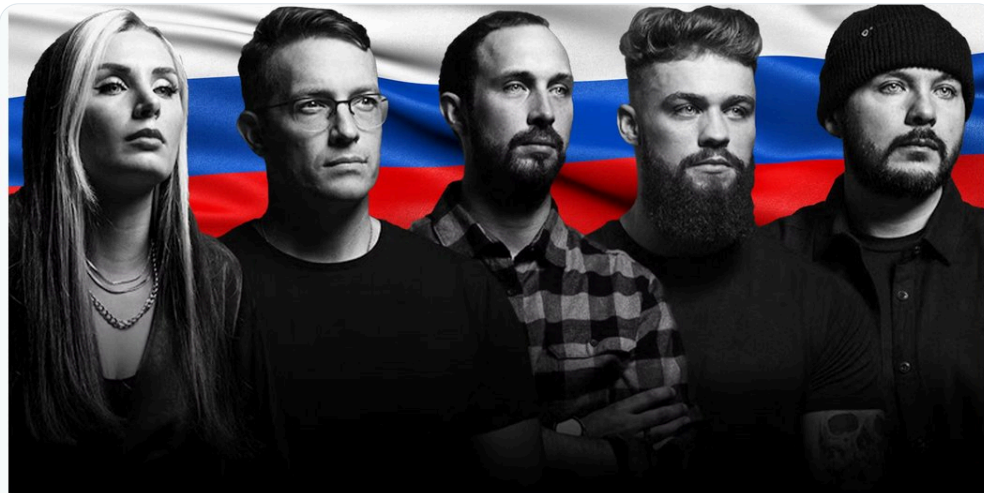
Russia is with India.
Are you with India ?



3:45 PM · Aug 9, 2025 · 4.4M Views

Malign actors like Russia and Iran are also financing these influencers. For example, Russian state actors covertly sent around \$10M to Tenet Media through shell companies and crypto to pay influencers to spread anti-Ukraine, anti-Democrat content.

16/23



Carsten Reisinger/Shutterstock @watchTENET/YouTube (Licensed)

Media start-up from Benny Johnson, Tim Pool, and Dave Rubin was secret Russian influence campaign, indictment alleges

Famous pro-Trump commentators may have been unwittingly duped.



David Covucci

Tech

Posted on Sep 4, 2024

Updated on Sep 4, 2024, 6:01 pm CDT

It scales down to individual posts too. In 2024, documents showed @AlphaFox78 was paid \$100 per post by Russian proxy Semen "AussieCossack" Boikov to spread a fake voter-fraud videos as part of a broader campaign. Boikov is one of the most active pro-Kremlin actors online.

17/23

A pro-Trump influencer says a Russian agent paid him \$100 to post a fake voter fraud video. It wasn't the first time



By [Isabel Rosales](#) and [Paul P. Murphy](#), CNN
⌚ 5 min read · Updated 10:05 PM EST, Mon November 4, 2024



U.S. and are able to vote!!They show several Georgia driver's licenses featuring the same photo and claim to have voted for Kamala Harris in two different counties so far: Gwinnett and Fulton.

This is insane!! Imagine how many others are doing this!!

Can someone from Gwinnett county and Fulton County in Georgia please verify this?!

Combs has paid Emhoff \$500,000 for this information.

The story was leaked by [REDACTED] who previously worked with Emhoff at DLA Piper.

Diddy destroyed some documents pointing at people involved in his criminal activities, Harris had personal interest in destroying these documents.

Diddy and Emhoff come from the same crowd of entertainment industry workers involved in sex and criminal activities.

Kerris Combs received \$100,000 for singing on "Biddy" Combs' album, up from \$10,000 for her role in the 2024


The person who operates the AlphaFox78 account on X says he was paid by a Russian agent to post videos and content promoting false information. From AlphaFox78/X

The Sydney Morning Herald

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Hiding in the Russian consulate for months, ‘Aussie Cossack’ demands a prisoner swap



Perry Duffin

April 11, 2023 – 5:00am

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A

Vladimir Putin’s man in Australia gunned his 4WD through the tunnels under Sydney, determined to reach the Russian consulate in Woollahra where he could remain out of prison and continue broadcasting pro-Moscow propaganda.

“The Aussie Cossack”, Simeon Boikov, was on parole for breaching a suppression order when he was told by police he was wanted after the alleged assault of a pro-Ukrainian protester. Rather than face arrest on the eve of a planned trip to Moscow in December, he drove straight to the Russian consulate.

Now Boikov has had his main channel silenced and has urged [the fearsome Wagner Group](#) to capture Australians fighting for Ukraine so he can be traded in a prisoner swap.



Today, engagement farming is being automated and supercharged with AI. For example, Ottawa-based developer Saihajpreet Singh runs an AI bot pumping out 2,000 pro-Trump posts a day, boosted by Elon and MAGA influencers, growing a massive following in months.



Meet the 24-year-old Ottawa software engineer who runs a MAGA bot

Saihajpreet Singh's bots are waging an online battle against progressive politicians in the U.S.

By [Matteo Cimellaro](#)

Published Aug 06, 2025

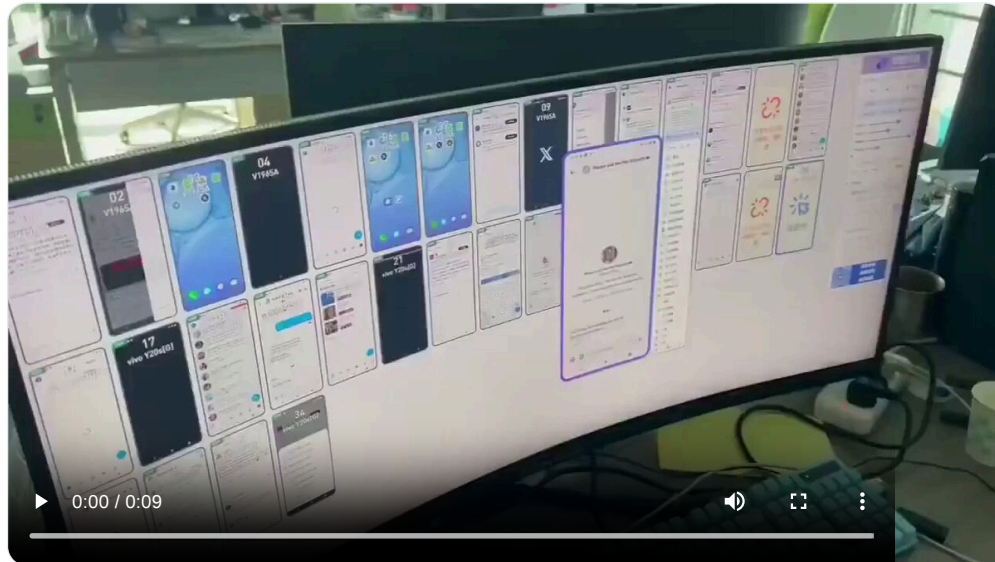
Last updated 3 days ago

4 minute read

116 Comments



The approach is still the same cynical grift: no real ideology, just digital mercenaries pushing whatever narrative pays the most. With AI, one person can run a 24/7 outrage factory, flooding people's timelines and erasing genuine human interaction online.



Amoral grifters disregard both facts and real-world consequences. Accounts like Jackson Hinkle or Sulaiman Ahmed, who also worked for the Tate brothers, get millions of views by posting blatantly fake images, exacerbating hatred and frustration.

↻ Ilhan Omar reposted



Sulaiman Ahmed @ShaykhSulaiman · 10h

CHILD GENOCIDE IN PALESTINE

614 Palestinian children murdered by the Israeli IOF Forces

#Gazagenocide



👤 Readers added context they thought people might want to know

The image was published in 2013 with regard to chemical weapons in Syria. It is not related to events in Gaza

nationalgeographic.com/science/articl...

Do you find this helpful?

Rate it



Jackson Hinkle 🇺🇸 🇧🇪 @jacksonhinklle · 22h

🇷🇺 🇪🇬 You CANNOT BREAK the Palestinian **spirit**.



👥 **Readers added context they thought people might want to know**

This photo was taken in Homs, Syria not in Gaza, by Hassan Ghaedi of a mother who returned to her destroyed house to take a car toy for her son. The photo won the Siena International photo Award in 2022.

pixstory.com/story/quanto-v...

ilsottosopra.info/2022/01/06/la-...

The destruction was caused by the Assad regime.

bbc.com/news/world-mid...

en.etilaf.org/press/the-assa...

Home / News / World Report / Antisemitic Incidents Reach R...

'A shocking number': Antisemitic Incidents Reach Record Highs in Year After Hamas Attacks

There were 8,873 antisemitic incidents in 2023 alone, a 140% increase from the previous year, according to a new report by the Anti-Defamation League.



By Aneeta Mathur-Ashton

Oct. 7, 2024



Save



OHAD ZWIGENBERG | AP

People visit the site of the Nova music festival, where hundreds of revelers were killed and abducted by Hamas and taken into Gaza, on the one-year anniversary of the attack, Oct. 7, 2024, near Kibbutz Reim, in southern Israel.

How a deleted LinkedIn post was weaponised and seen by millions before the Southport riot

26 October 2024

Share Save

Ed Thomas & Shayan Sardarizadeh
UK editor & BBC Verify



How did one single social media post, taken down within hours for being false, still end up being viewed millions of times and presented as credible evidence about the Southport attack?

People online are increasingly not interacting with real people anymore, a reality that mirrors the “Dead Internet Theory.” From anonymous troll accounts to “influencers” with smiling profile pics, many timelines are now dominated by bots or AI-assisted operators.

DESIGNRUSH

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TRENDING BRANDS > 75% OF X'S BIG GAME TRAFFIC ATTRIBUTED TO BOTS, REPORT SAYS

3 min read

75% of X's Big Game Traffic Attributed to Bots, Report Says

BIG DATA

2,305



Article by [Roberto Orosa](#)

Published: February 21, 2024

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Even accounts using a real name are often automated to some degree: scheduling posts, recycling old content, or running scripts to boost reach. Despite Musk's stated aims, Twitter/X is now *less* of a town square, and more an automated content battlefield.

22/23



Joey Mannarino  

@JoeyMannarinoUS

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I'm a TRUE Black American woman and I've been Black all my life.

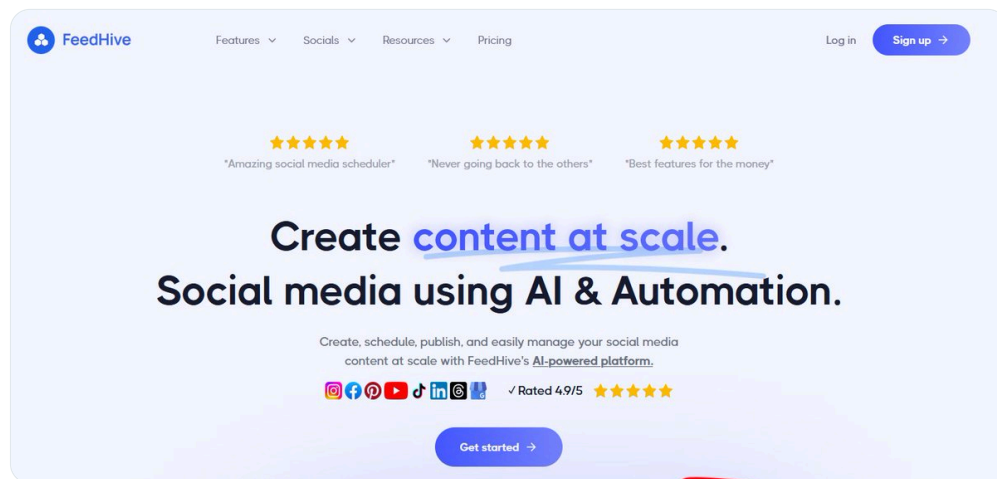
I was born Black and I will die Black.

My mommy Black. My daddy Black.

I will NEVER cast a ballot for that Kamala Harris woman as long as I live!

Trump all the way, all day every day!





So, what's the solution? I think at some point we'll see a split—"human" social media with strong ID verification, and "wild west" platforms like X and Facebook where AI runs rampant. The choice will be between authenticity and the algorithmic free-for-all.

Menu

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Magazine TV News Life Tech Munchies Music Waypoint Shop Members

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'Dead Internet Theory' Is Back Thanks to All of That AI Slop

By Sammi Caramela

February 1, 2025, 3:06pm



Share: X, Facebook, Email

BORIS ZHITKOV/GETTY IMAGES


Have you heard of the Dead Internet Theory that's been circling online (ironically) lately? If not, brace yourself...

According to the University of New South Wales, "The dead internet theory essentially claims that activity and content on the internet, including social media accounts, are predominantly being created and automated by artificial intelligence agents. These agents can rapidly create posts alongside AI-generated images designed to farm engagement (clicks, likes, comments) on platforms such as Facebook, Instagram, and TikTok."

With the discount code "PutinSucks," the 2nd edition of "Vatnik Soup — The Ultimate Guide to Russian Disinformation" is now 20% off!

Order your copy here:

THE ULTIMATE GUIDE TO RUSSIAN DISINFORMATION



Vatnik Soup — Kle•art

Do your friends believe Ukraine is full of neo-Nazis and secret biolabs? Do you feel overwhelmed by propaganda and lies every time you go online? Does your mom think Tucker Carlson sounds reasonable?...

<https://www.kleart.eu/webshop/p/vatnik-soup>

...