



Viral sloganeering

**Creating divisive cultural
or political messages in the
form of short slogans,
and propagating them**



Keyword squatting

Creating social media accounts or content associated with specific terms to capture and control future search traffic



Fill data voids

**Obscuring search queries
with few results, making
them ripe for fake news**



Deepfakes

Using »deep« or machine learning to hybridize (insert or swap) or generate human bodies and faces for fake media (images, videos)



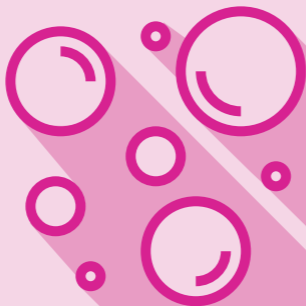
Strategic new terms

**Diverting discourse and
search traffic into areas of
disinformation**



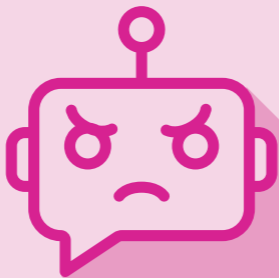
Micro-targeting

**Using consumer data
to send targeted information
to different groups**



Filter bubbles

Guessing and adapting to what information a user would like to see based on location, past click-behavior and search history.



Social bots

Social media accounts operated by computer programmes, designed to generate posts or engage with social platforms' content



Spoofting

Disguising an email address, display name, phone number, text message or website URL to convince a target that they are interacting with a trusted source