Appendix 1: Social or Anti-Social Networking?

INTRODUCTION

Once again rhetoric serves to present some negative examples of the use of the net. Obviously, there are excellent examples from computer science, interactive design, HCI, etc. to social networking (i.e., Agarwal, et al. 2013; Billinghurst & Dunser, 2012; Hearst, 2011; Yin et al., 2012, Liu, Hansen & Tu, 2014; Morris, 2012; Roesner, Kohno, & Molnar, 2014), but in the examples that will be presented, all of them 100% true and stemming from the social networks, digital newspapers, entrepreneurial portals, personal messages or aimed at non-profit associations, among other modalities in which the files in ASCII format can be transmitted, make apparent the existence of negative patterns of behaviour in the era of the expansion of communicability (Cipolla-Ficarra et al., 2011). Although the data of the emitters of those destructive contents have been partially hidden, whether from the professional, economic point of view, etc., we are working on a methodology made up by a set of techniques where there is an interrelation between semiotics, computer science, digital photography, databases aimed at the online dynamic information, international juridical aspects, psychology and sociology mainly, in order to generate an automated listing of inclusion of those characters who should be excluded from the social networks, deriving from the detected patterns of behaviour. Now we submit some negative examples which will be included as universe of study and some recommendation for future researches.

BAD EXAMPLES

Banking Information

Financial companies who provide personal loans show a myriad of complaints in the social networks byin relation to the high costs of their services. However, inside the EU they use diverse commercial ploys such as change of name, although they belong to the same French banking group who keep (BNP Paribas –www.bnpparibas.com) own and control their mercantile activities (Figures 1 and 2).
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Figure 1. Spanish portal which is called Cetelem (www.cetelem.es) and offers apparently a wide range of services to the consumers

Figure 2. Italian portal (Findomestic –www.findomestic.it) where is promoted the use of credit cards which can turn into a constant source of usury to the customers
Digital Newspapers

The digital press resorts to the social networks to know the opinion of the readers and spread their contents. However, it is a manipulated circulation due to the topology of the different media of dynamic and static communication. For instance, in the figure a can be seen how a major scandal of political corruption is minimized by resorting to stars of international sports, and with the purpose of deviating the wrath of the readers (Figures 3 and 4).

Figure 3. The picture of a football star in Barcelona, Spain (Lionel Messi –right photography) accompanied by a Catalan policeman (Jordi Pujol i Soley –left photography) and tries to minimize the news of a multimillionaire fiscal fraud in Catalonia, Spain by an old ultra nationalist corrupt politician (www.elpais.es –07.28.2014)
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Figure 4. The chance to cast an opinion vote in the news through the comment and the effect it causes on the reader (I love it, I like it, It is the same to me, and it I anger me) as well as the option of spreading that news through Facebook, Twitter, etc. (www.lavoz.com.ar)

Digital Images

The use of the Flicker application to quickly insert photographs in the social networks, may have as a goal to disguise the acts of cyber terrorism where pseudo science and wild marketing have no boundaries. In these cases, such actions apply the old Spanish saying “dime con quien andas y te dire quien eres” (tell me who you go with and I will tell you who you are”. In other words, the rest of the members of the group are naively integrated in the group of potential cyber destroyers (Figures 5 and 6).

Cyber Behaviour

Portals of an American association to inform about scientific news are used in the second decade of the new millennium by cyber terrorists with the purpose to destroy non-profit associations which work without any kind of private or public subsidy (Cipolla-Ficarra, 2012a; Cipolla-Ficarra, 2012b) (Figures 7 and 8).

Although the author issues a new communiqué in that same portal to leave theoretically without effect his previous message (we omit the message previously sent to the attorneys who follow this event) the damage can’t be helped, since that same message is cyclically reused by other cyber terrorists in the social networks but in a private way (use of emails) to systematically destroy conferences (Cipolla-Ficarra, 2012a; Cipolla-Ficarra, 2012b) (Figures, 9, 10, 11, and 12).
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Figure 5. A cyber destroyer/terrorist submits strategies to index R&D works in the scientific data bases

Figure 6. Constantly, the cyber destroyers see the evolution of the scientific data bases and the contents
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Figure 7. Smearing message of a student in the face of a “FAKE conference” (chi-announcements@listserv.acm.org –06.12.2012). The work submitted to the alleged phantom event was published and indexed in the main scientific data bases.

Figure 8. A new message from the student, after the legal interventions
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Figure 9. A new example of the “Garduña Factor”, which is not stopped because of the lack of legal systems in keeping with the damage they cause (08.12.2013)

Subject: Fake Conference in Maribor?
From: Keith Andrews <kandrews@icm.edu>
Date: 8.12.2013 20:28
To:

Dear Borut,

Sorry we missed each other on Thu. I think my talk went down well, there were certainly plenty of questions.

I wanted to let you know about an upcoming conference in Maribor:

MSIVISM 2014
http://www.ainci.com/MSIVISM/MSIVISM.html

The web site carries the logos of both the University of Maribor and the faculty (FERI).

Unfortunately, I believe this might be a fake conference (search on google for “fake conference”), based on the following indicators:

- The list of topics covers pretty much the whole of computer science.
- Author notification is 7 days after the submission deadline (that is completely unrealistic for serious peer review).
- A similar conference by the same organisations (AINCI and ALAIFO) HCITOCH 2012 was apparently fake:
  http://comments.gmane.org/gmane.comp.hci.acm-sigchi.announce/9317

You might want to check it out for yourself and reconsider any involvement.

Best regards,
Keith

--

Keith Andrews           IICM, Graz University of Technology, Austria
http://www.iicm.tugraz.at/keith       "No wild kangaroos in Austria"
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Figure 10. Example of the irreparable damage with relation to other international events ADNTIIC 2012, HCITOCH 2012, SETECEC 2012, etc., by introducing the initials in Google, with the association of the negative promotion since the publisher
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Figure 11. The asterisks indicate the association of images of the event to the destroying message.
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Statistics and Information Access

The destroying effect of the social networks in the organization of international events can be grasped through the access statistics to the portals where there is an earnest control of the visitors. An aimed and well organized attack for the purpose of destroying modest and honest working groups in the context of the new technologies (Figure 13).

Some of the distortions of cybernetic behaviour can be detected in the counters. It is the increase of those counters that produce the dynamic persuaders or the spooling phenomenon in the social networks (Cipolla-Ficarra, 2011). We understand by spooling the generation of a wide network which in contrast to the spiders that produce it in nature the cyber destroyers only try to occupy the largest extension possible in the analogical and digital communication media in the least possible time and with costs equal to zero resorting to parochialism. From the university pressure is exerted so that the tests with disabled people or in religious bodies and that these activities are promoted in the press. This exercise pressure towards the analogical and digital press has been, is and will be the common denominator in universities where mercantilism prevails over education (Cipolla-Ficarra et al., 2012b). Studies carried out quite some time ago demonstrate that there are relationships between those centres of studies such as Pompeu Fabra University (Departament of ITC) in Barcelona (Spain), and/or University of Bergamo (Department of Human and Social Sciences) and IULM (University of Languages and Communication -Department of Classics, Humanities and Geography) in Milan (Italy). The influence on the traditional social communication media is such that banal research projects in a news format can allegedly have more visitors

Figure 12. The logos of the institutions where the cyber destroyer allow them to establish a geographic map. In the example, there are interrelations between Catalonía (Spain), Lombardy, Trentino-Alto Adige/Südtirol (Italy), etc

<table>
<thead>
<tr>
<th>Partners</th>
<th>Collaborations</th>
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<tr>
<td>University of Trento (Project coordinator)</td>
<td>ICST</td>
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<tr>
<td>Springer Verlag</td>
<td>CREATE-NET</td>
</tr>
<tr>
<td>Consejo Superior de Investigaciones Científicas (CSIC)</td>
<td>The Institute for Computer Sciences, Social Informatics and Telecommunications Engineering (ICST)</td>
</tr>
<tr>
<td>Jean Nicod Institute</td>
<td>Center for REsearch And Telecommunication Experimentation for NETworked communities</td>
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<tr>
<td>University of Fribourg</td>
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<td>University of Tartu</td>
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<td>[UNIVERSITY-o-TARTU]</td>
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Universities and Institutes

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Competences:

- Competences in knowledge management and assessment, software engineering, Web technologies.
- One of the leading company in publishing scientific papers and books.
- Competences in social networks, trust and reputation.
- Philosophers with competences in epistemology of IT.
- Competences in modeling and analyzing competing behaviors of scientists.
- Competences in social network analysis.

Interuniversity Cooperation

- University of Trento
- University of Fribourg
- University of Tartu
- Springer
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Figure 12. The logos of the institutions where the cyber destroyer allow them to establish a geographic map. In the example, there are interrelations between Catalonía (Spain), Lombardy, Trentino-Alto Adige/Südtirol (Italy), etc
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Figure 13. Drop of the total of potentially interested in the international events inside the European borders. For instance, in the International Conference on SETECEC 2012 (1,194 visitors) it has gone down to 307 (SETECEC 2013), which implies a 75% less. The authors of the online attacks are totally immune to the European laws.

than the main news of the day, in big newspapers like El País in Spain (Cipolla-Ficarra et al. 2011). The term alleged refers to the fact that there are groups of users who devote themselves to increasing the news counters akin to the interests of the information pressure group (Figures 14, 15, 16, 17, and 18).

The lack of university controls in Europe will reward such behaviour with the title of PhD. Evidently, these figures show how the social networks facilitate the falseness of the online information and increase the “Garduña Factor” (Cipolla-Ficarra, 2013) of their members in view of the eternal legal immunity.

Internet Search Engines

The searchers like Google may serve to the cyber destroyers to the purpose of associating criminal figures and information, totally alien and ignored by the victims, with the destroying purpose of the professional prestige in the global context and inside the social networks. Obviously, carrying out those links entails a previous online criminal work by the cyber destroyers (Figure 19).

Searching engines do not find the websites and in other cases they control automatically whether the portals are online or not (Figures 20 and 21).
Figure 14. A dynamic persuader who places visible counters (manipulated manually) and invisible for the users

Figure 15. A follower of that dynamic persuader turns into a “spider for spooling” through a mini Project subsidized with social funds (Google, all the pages with the same people)
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Figure 16. The student traditional mass media to the service of a dynamics persuaders for a social networking control (www.studenti.it –01.042007)

Figure 17. The newspapers to the service of a dynamics persuaders –university endogamy) and the spooling spider (www.ecodibergamo.it –11.06.2014)
Figure 18. The tops of the spooling spider is to reach the Paneuropean communication media such as the Euronews channel where he/she is presented with false academic titles, such as a HCI engineering when no centre of studies where he/she has worked has such a title.
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Figure 19. Incorporating the names and/or surnames of a person it is feasible to see how in the section of photographs that person is associated to other photographs of young people in the example of the figure, who have committed offences registered by the police where the victim usually resides.

International Events

Use of the social-scientific portals to issue the information of the smearing campaign against the organization of conferences in the USA. The serious accusations have forced (a first) the cancellation of the event (Figures 22, and 23).

Disguised war in the portals of diffusion of news of scientific events whose main topics are the interfaces, graphic computing, the networks, the databases, etc. to destroy events where the equation quality-price is exponentially superior to other similar events organized or fostered by foundations or universities. For instance, events where the participation can range between the 700-1000 euros when in fact they surpass in 100 or 200% the real costs (Figure 24).
Figure 20. Yahoo doesn’t find the website

Figure 21. Automatic control of the activation of a website
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Figure 22. News of the closure of the conference (https://research.cs.wisc.edu/dbworld)

<table>
<thead>
<tr>
<th>Date</th>
<th>Message Type</th>
<th>From</th>
<th>Subject</th>
<th>Deadline</th>
<th>Web Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>29-Jun-2013</td>
<td>conf. num.</td>
<td>Paolo Minizer</td>
<td>Call for Participation: BigPROV Workshop: @EDBT’13: Managing and Querying Provenance Data at Scale</td>
<td>22-Mar-2013</td>
<td>web page</td>
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<tr>
<td>29-Jun-2013</td>
<td>conf. num.</td>
<td>AGG Solo</td>
<td>World's Biggest Computer Conference WORLDCOMP is Canceled</td>
<td>1-Aug-2013</td>
<td></td>
</tr>
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</table>

Figure 23. Defaming message where underlies a wild and non-transparent commercial policy to draw potential customers at the moment of the publication of the proceedings

World’s Biggest Computer Science Conference WORLDCOMP is Canceled

The world’s biggest computer science conference WORLDCOMP is canceled after twelve successful years of service. Defamation campaign is going on WORLDCOMP:

- https://sites.google.com/site/dumpconf or
- http://dumpconference.irao.com or
- https://sites.google.com/site/moneycomp or

Google using the words worldcomp, fake or worldcomp, bogus.

We filed lawsuits in 2012 to stop this defamation but no use. Due to this, we are finding it highly difficult to get paper submissions, sponsors, etc. We are determined to solve this problem permanently through legal channels. We are focusing all our efforts on legal matters and that’s why we canceled WORLDCOMP13. We update WORLDCOMP’s website also, once we complete some legal/technical formalities.

As ordered by the University of Georgia, Prof. Hamid Arabnia (http://www.cs.uga.edu/~hras) WORLDCOMP coordinator is refunding half the amount of the registration fee for all the registered authors of WORLDCOMP from 2005-2012. If you are a registered author and your physical address is changed then send an email to hras (AT) cs.uga.edu and cc to morehead (AT) uga.edu with your name, year, paper title, list of all co-authors of the paper, the amount of fee you paid, and the new mailing address for sending the refund check. The deadline to email this information is one week from now. Please forward this email to all your friends who have papers in previous WORLDCOMPS.

Sincerely,

AGG Solo (Ashu Solo)
http://www.jiscmail.ac.uk/cgi-bin/webadmin?A2=inde2013;f7=08081.0705
(WORLDCOMP publicity chair since 2005)

Figure 24. Events which are promoted in a bellicose way in the social networks because their costs surpass in around 100 or 200% the traditional prices (www.fbk.eu and/or/ iswc2014.semanticweb.org)
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Figure 25. The author who appears in the figure doesn’t have any official account in that application to avoid that the people who were linked to it were attacked

Figure 26. Web Architect & HCI Research

Social Web and Software Automatism

Automated generation of accounts in Facebook where are linked other people of the social networks (-) (Figure 25).

The reliability of the information in applications such as Linkedin can be equal to zero if the members keep on presenting themselves on line with false information in relation to their experience and/or training. Classical example of a spooling phenomenon belonging to parochialism since he constantly changes the main title of which he is allegedly an “expert” (Figures 26, and 27).
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Figure 27. Solutions Architect & Research

Figure 28. Robin Williams’ daughter Zelda, leaves Twitter and Instagram after vile abuse –www.washingtonpost.com (08.13.2014)

The examples presented denote how the dynamic persuaders (Cipolla-Ficarra, 2011) have evolved inside the context of the psychological bipolarity towards a phenomenon which can be defined as “Tri-phase” Disorder in the electronic context (Cipolla-Ficarra et al., 2014): belonging to a destructive group, perennial impunity in regard to the local and/or global legal systems and constantly being the central axis of attention, even if it entails breaking with the limits of ethics (figure 28) and aesthetics in computer sciences and all the disciplines interrelated with it and the excellent work in progress, results, research
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teams, etc. (Cipolla-Ficarra et al., 2012a; Cipolla-Ficarra et al. 2012b; Ewing, Gad & Ramakrishnan, 2013; Fan & Gordon, 2014; Holtzblatt, 2011; Teevan, Ringel-Morris, & Azenkot, 2014; Shahabi et al., 2007) (Figure 28).

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REFERENCES


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