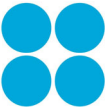


THE
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TECH4DEV NETWORK

 **BRITISH
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UNIVERSITY OF LEEDS



architects of networked disinformation

behind the scenes of troll accounts and fake news production
in the Philippines

Pamela Combinido
pgc36@cam.ac.uk
www.newtontechfordev.com

A long view of social media usage in the Philippines

- Mobile phones outnumber people – 124.2 million mobile subscriptions (We Are Social, 2019)
- ‘Social media capital of the world’ – an average of 4 hours and 12 minutes (We Are Social, 2019)
- Social media the as main entry point for the internet among young Filipinos (Soriano & Cao, 2016)
- An internet speed rated as one of the lowest in Asia
- For overseas Filipino workers: online interactions are as important as face-to-face communication to maintain family ties
- Filipino millennials experience ‘parenting at a distance’ (Madianou, 2014)

JAN
2019

THE PHILIPPINES

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE



TOTAL
POPULATION



107.3
MILLION

URBANISATION:

47%

MOBILE
SUBSCRIPTIONS



124.2
MILLION

vs. POPULATION:

116%

INTERNET
USERS



76.00
MILLION

PENETRATION:

71%

ACTIVE SOCIAL
MEDIA USERS

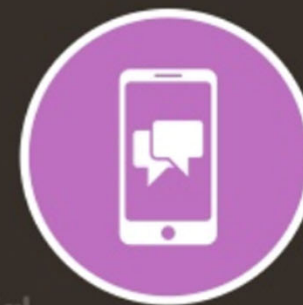


76.00
MILLION

PENETRATION:

71%

MOBILE SOCIAL
MEDIA USERS



72.00
MILLION

PENETRATION:

67%



we
are
social



we
are
social



JAN
2019

TIME SPENT WITH MEDIA

AVERAGE DAILY TIME SPENT CONSUMING AND INTERACTING WITH MEDIA [SURVEY BASED]



AVERAGE DAILY TIME
SPENT USING THE
INTERNET VIA ANY DEVICE



we
are
social

10H 02M

AVERAGE DAILY TIME
SPENT USING SOCIAL
MEDIA VIA ANY DEVICE



global
web
index

4H 12M

AVERAGE DAILY TV VIEWING TIME
(BROADCAST, STREAMING
AND VIDEO ON DEMAND)



global
web
index

3H 33M

AVERAGE DAILY TIME
SPENT LISTENING TO
STREAMING MUSIC



2H 06M



networked disinformation is the outcome of the normalisation and professionalisation of political deception

Who are the producers of disinformation and what are their work structures like?

How do they justify this work to others and themselves?

What are the political outcomes they achieve?

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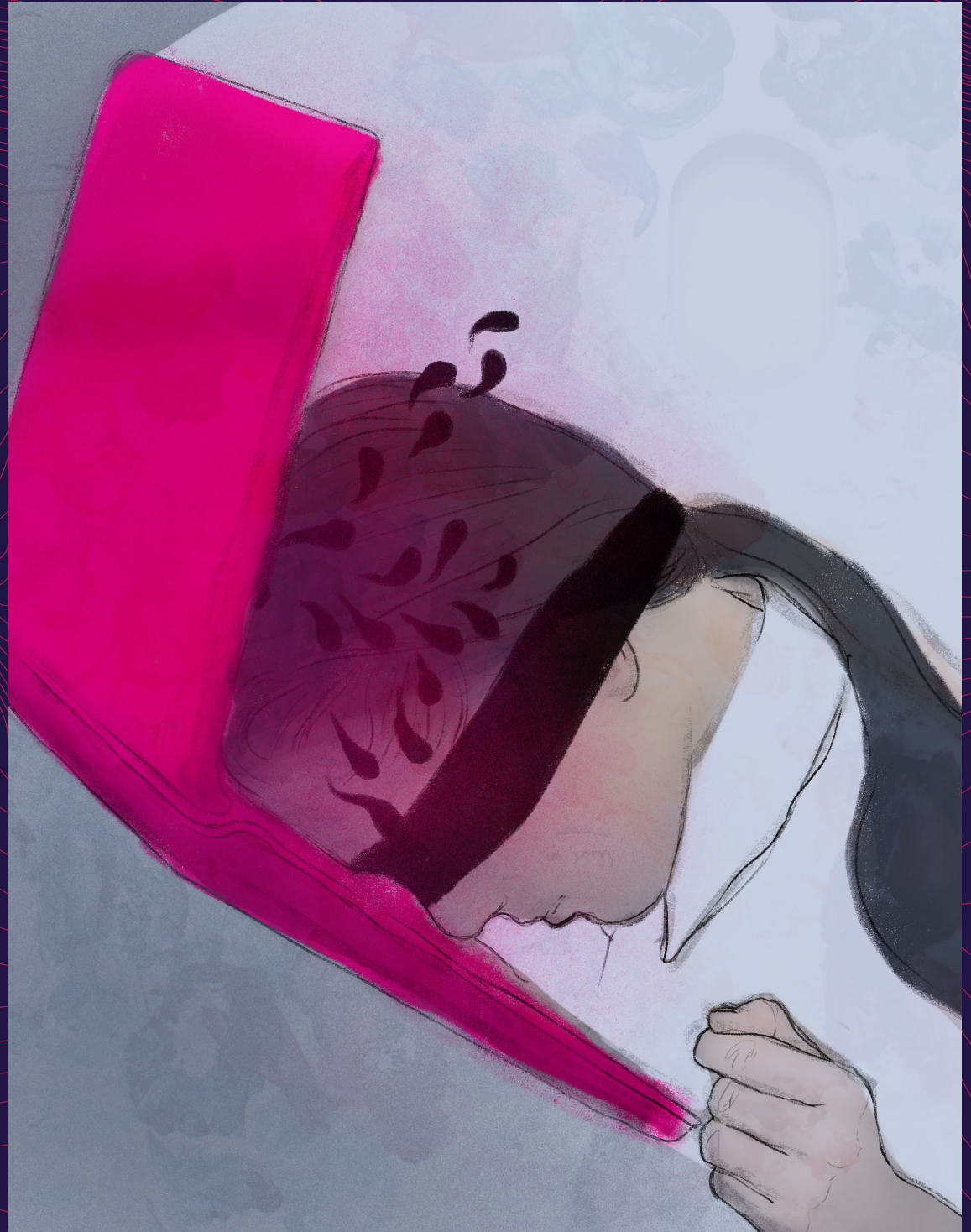
key insights

- roots in ad and pr
- project-based and sideline jobs
- competitive collegialities that lead to volatile virality in messaging
- architecture that enables moral displacement



methodology

- 12-month field research
- 20 ‘architects of networked disinformation’
- anonymity and dis-identified information

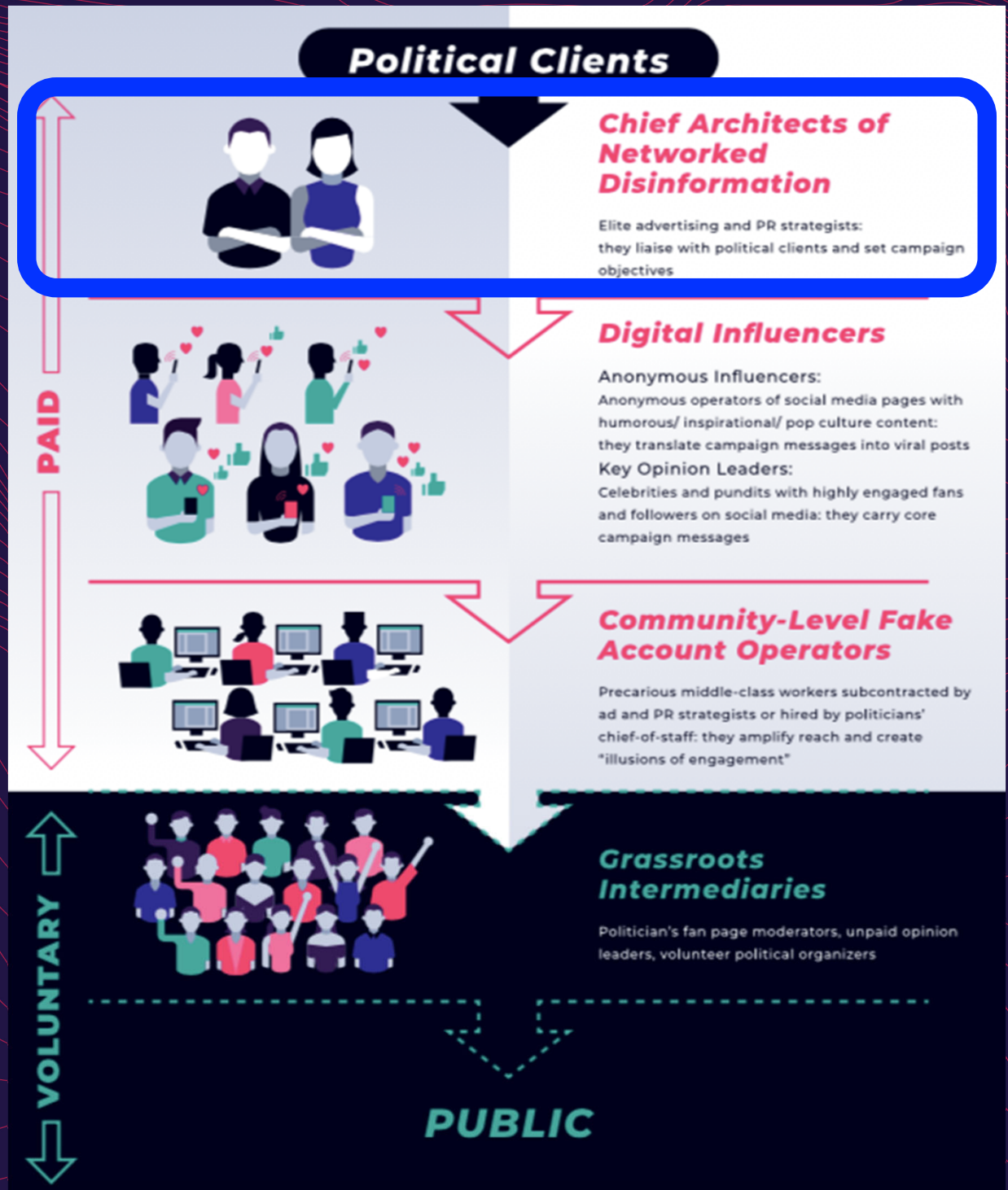


chief architects

-ad and PR executives who recruit and lead disinformation teams

-experienced/bored by corporate marketing, they see digital political operations as a challenge

-moral justifications: fictionalisation and experimentation

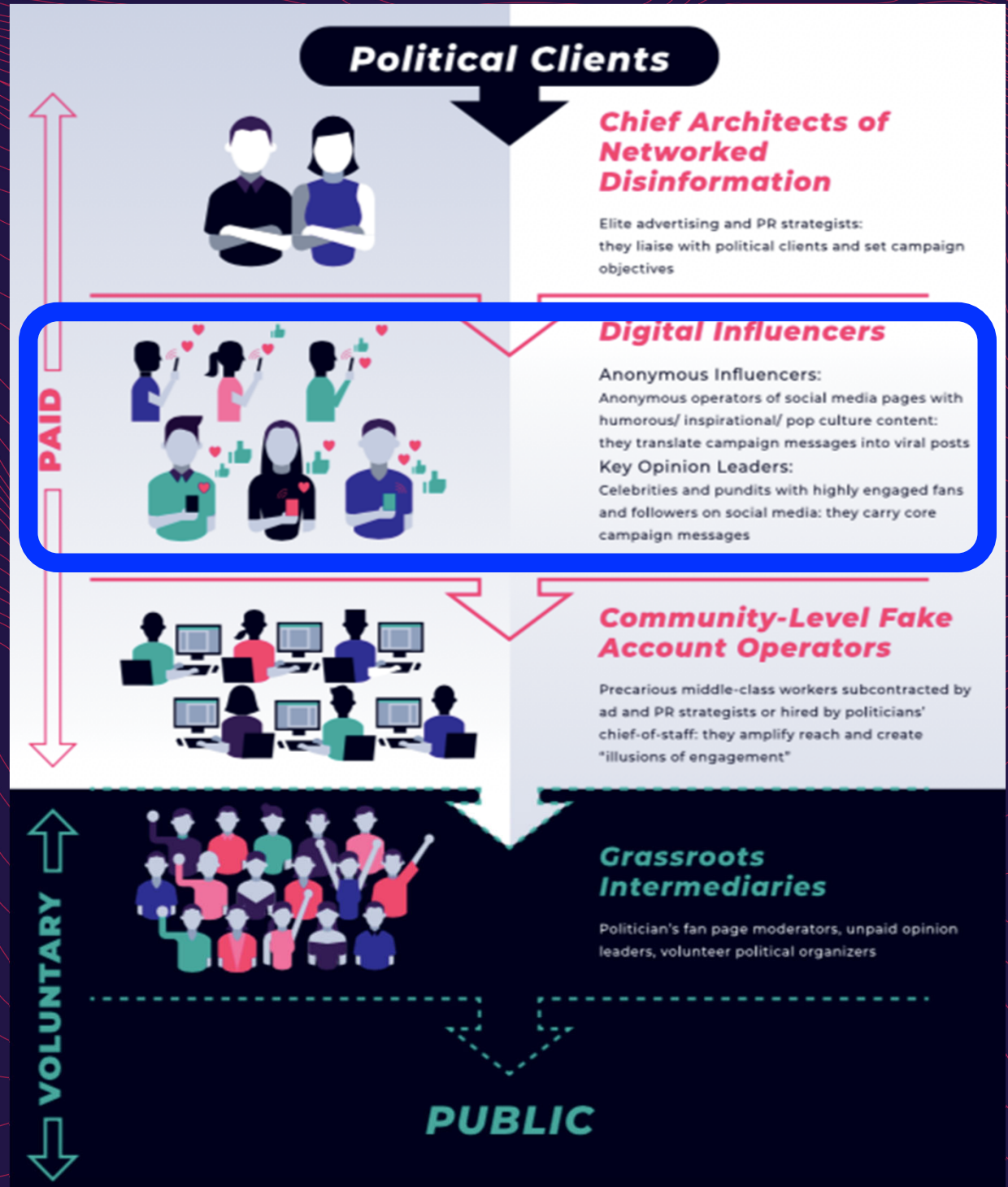


digital influencers

-1: key opinion leaders

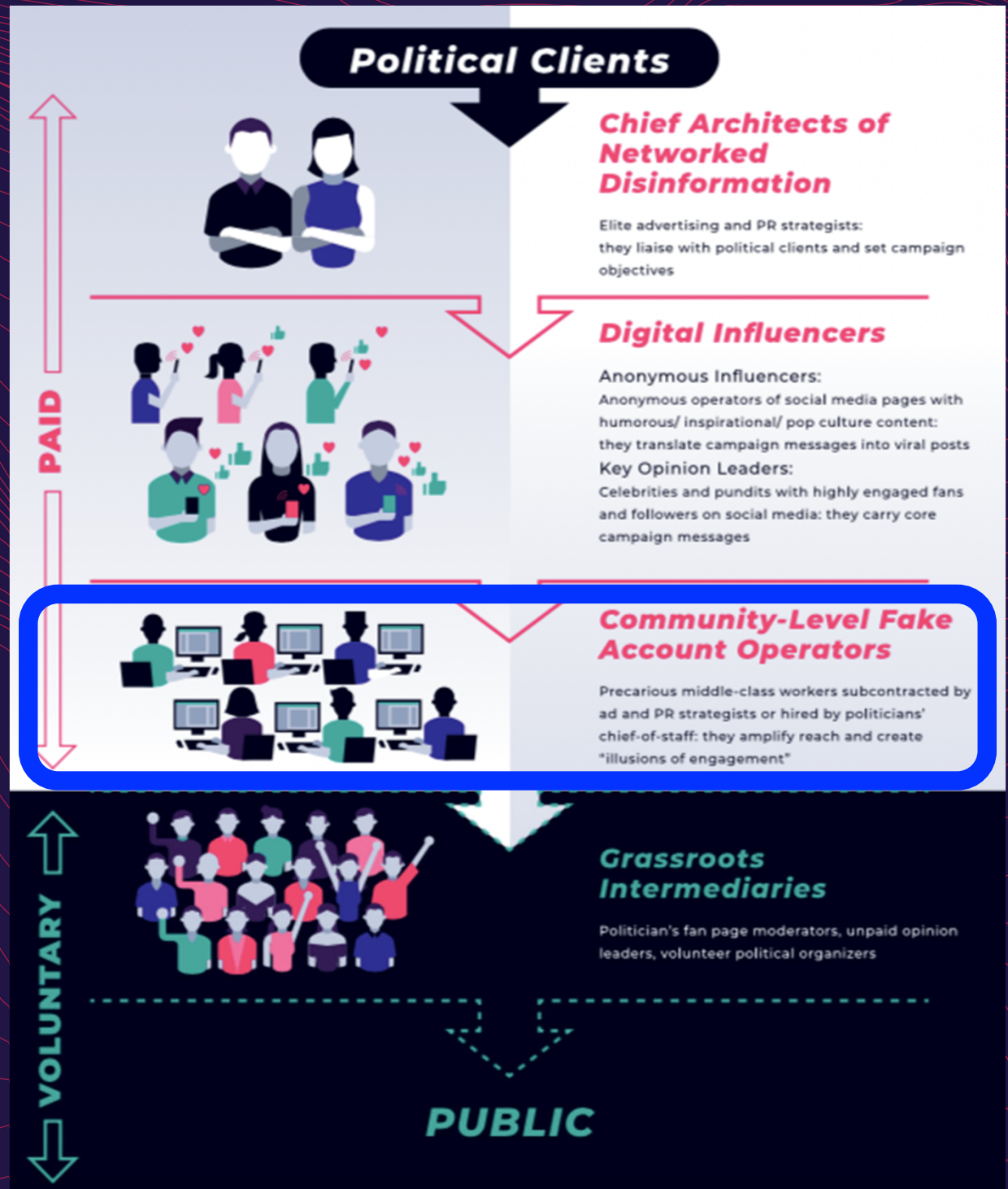
-2: anonymous digital influencers with social media accounts that have 50K to 2M followers

-moral justifications: normalisation and financial security

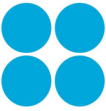


community-level fake account operators

- do script-based work to create illusions of engagement
- moral justifications: career and financial insecurity



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