

Facebook Kills “Inauthentic” Foreign News Accounts – U.S. Propaganda Stays Alive

Description

The creation of digital content led to the re-establishment of [claqueurs](#):

By 1830 the claque had become an institution. The manager of a theatre or opera house was able to send an order for any number of claqueurs. These were usually under a chef de claque (leader of applause), who judged where the efforts of the claqueurs were needed and to initiate the demonstration of approval. This could take several forms. There would be commissaires (“officers/commissioner”) who learned the piece by heart and called the attention of their neighbors to its good points between the acts. Rieurs (laughers) laughed loudly at the jokes. Pleureurs (criers), generally women, feigned tears, by holding their handkerchiefs to their eyes. Chatouilleurs (ticklers) kept the audience in a good humor, while bisseurs (encore-ers) simply clapped and cried “Bis! Bis!” to request encores.

Today anyone can create content and rent or buy virtual claqueurs in from of [“likes” on Facebook](#) or [“followers” on Twitter](#) to increase its distribution.

An alternative is to create artificial social media personas who then promote ones content. That is what the *Internet Research Agency*, the Russian “troll factory” from St. Petersburg, did. The fake personas it established on *Facebook* promoted IRA created [clickbait content](#) like puppy picture pages that was then marketed [to sell advertisements](#).

The profit orientated social media giants do not like such third party promotions. They prefer that people pay THEM to promote their content. Selling advertisements is Facebook’s business. Promotional accounts on its own platform are competition.

The anti-Russian mania in U.S. politics gives social media companies a welcome excuse to clamp down on promotional schemes for sites like [Liberty Front Press](#) by claiming that these are [disinformation campaigns run by the U.S. enemy of the day](#).

Yesterday *Facebook* announced that it [deleted](#) a number of user accounts for “inauthentic behavior”:

We’ve removed 652 Pages, groups and accounts for coordinated inauthentic behavior that originated in Iran and targeted people across multiple internet services in the Middle East, Latin America, UK and US. FireEye, a cybersecurity firm, gave us a tip in July about “Liberty Front Press,” a network of Facebook Pages as well as accounts on other online services.

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We are able to link this network to Iranian state media through publicly available website registration information, as well as the use of related IP addresses and Facebook Pages

sharing the same admins. For example, one part of the network, “Quest 4 Truth,” claims to be an independent Iranian media organization, but is in fact linked to Press TV, an English-language news network affiliated with Iranian state media.

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