



NETOX
CREATING TRUST

An aerial view of a city with a red overlay and network lines. The text is centered in white.

Information Operations - How to shape our opinions with false information

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The background features a dark blue field with a complex network of red circuit lines and nodes. On the left side, a hand is shown in a reddish hue, pointing its index finger towards a circular icon that contains a fingerprint scanner pattern. The overall aesthetic is high-tech and digital.

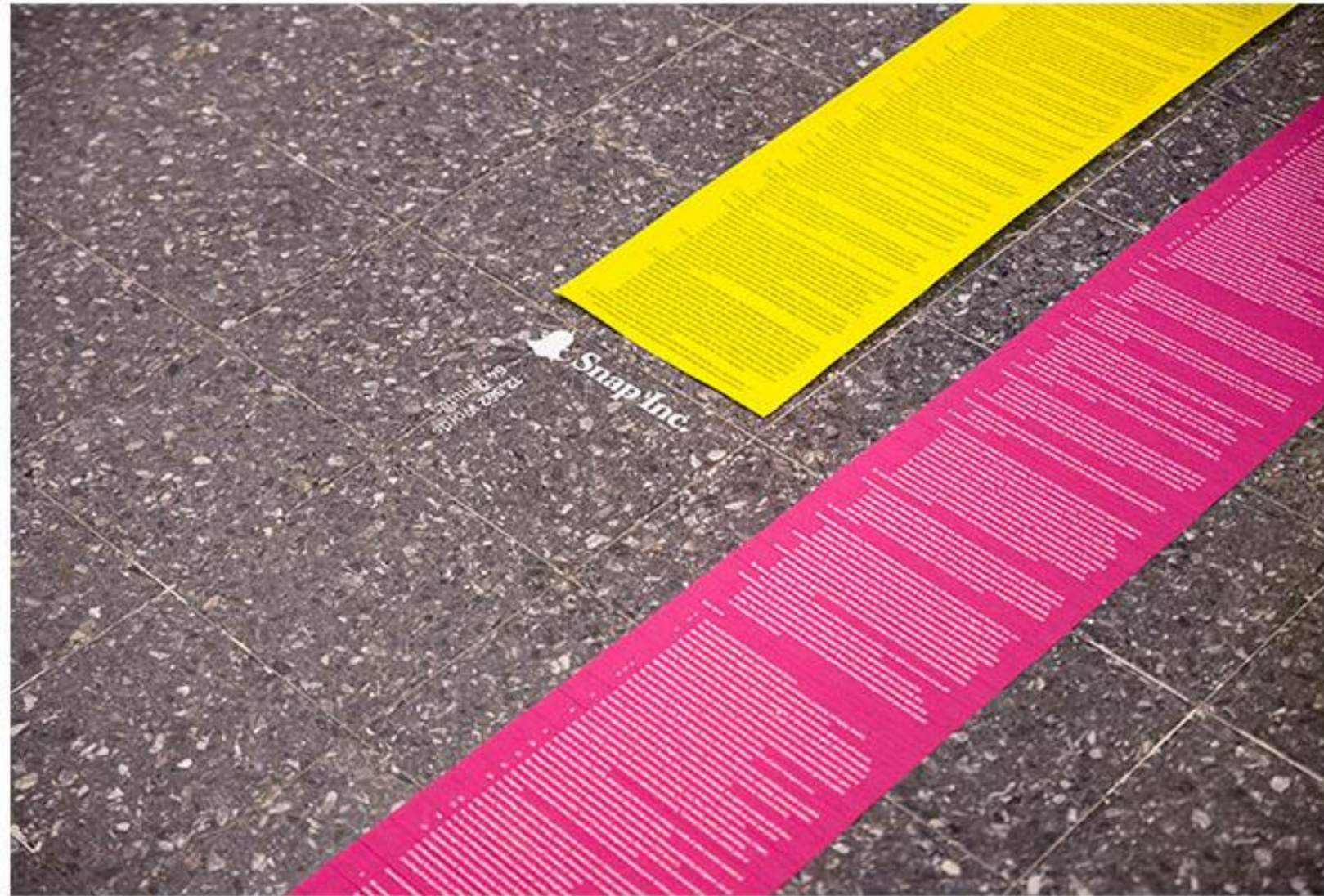
Propaganda is a deliberate and systematic attempt to shape perceptions, manipulate cognitions, and direct behaviour to achieve a response that furthers the desired intent of the propagandist.

Modern marketing research enhanced by new technologies enables an audience to be targeted easily.

Data brokering is a worldwide industry that brings in around **\$200 billion** annually. An estimated **4,000 data broker** companies exist.

Some of the top sources data brokers use to collect consumer information:

- Websites you visit
- Items you've purchased
- Online agreement forms
- Public records



© Dima Yarovinski – I Agree

Based on a sample of more than **32,000 participants** who were assessed by both the model and one or two friends, the researchers found that the model: using **just 10 likes**, was more accurate than a work colleague.

With **70 likes**, it was more accurate than a friend or roommate.
with **150**, more accurate than a family member.
And **with 300**, more accurate than a spouse.

How Researchers Learned to Use Facebook 'Likes' to Sway Your Thinking, The New York Times 2018

The background features a blurred pattern of Facebook logos. In the foreground, a smartphone is shown at an angle, with the text 'Cambridge Analytica' visible on its screen. A semi-transparent blue banner is overlaid on the phone, containing white text.

Facebook believes the data of up to **87 million** people was improperly shared with the political consultancy **Cambridge Analytica** - many more than previously disclosed.

Cambridge
Analytica



Eli Lilly and Company ✓

@EliLillyandCo

We are excited to announce insulin is free now.

10:36 AM · Nov 10, 2022 · Twitter for iPhone

1,995 Retweets

851 Quote Tweets

14.6K Likes



Eli Lilly And Co

NYSE: LLY

Overview

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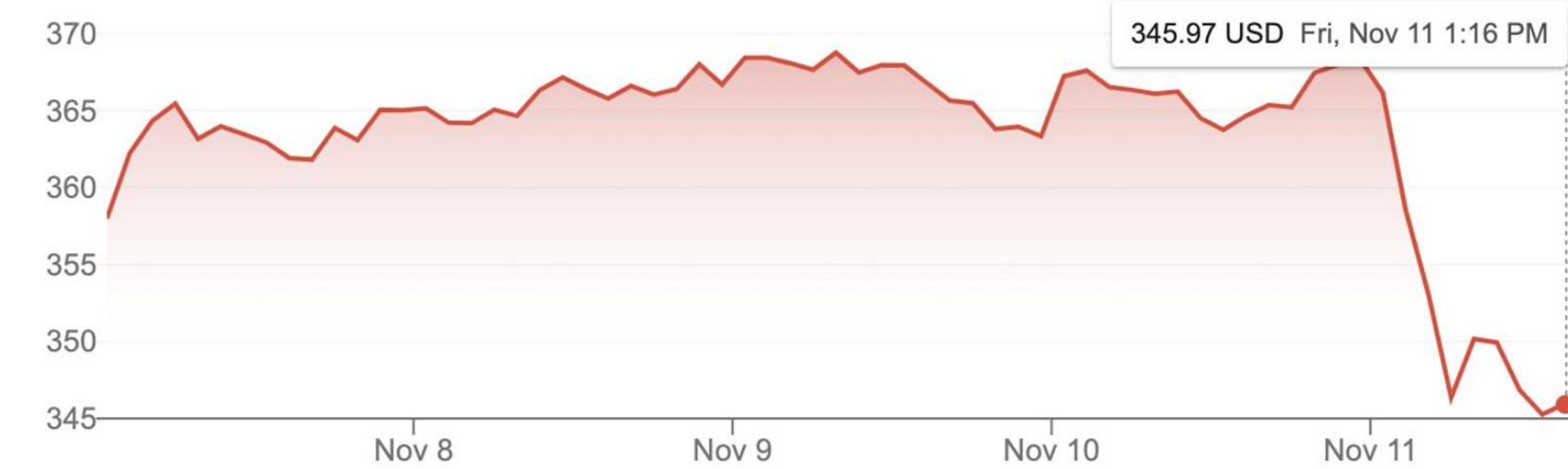
Market Summary > Eli Lilly And Co

346.04 USD

-11.97 (-3.34%) ↓ past 5 days

Nov 11, 1:17 PM EST • Disclaimer

1D | 5D | 1M | 6M | YTD | 1Y | 5Y | Max

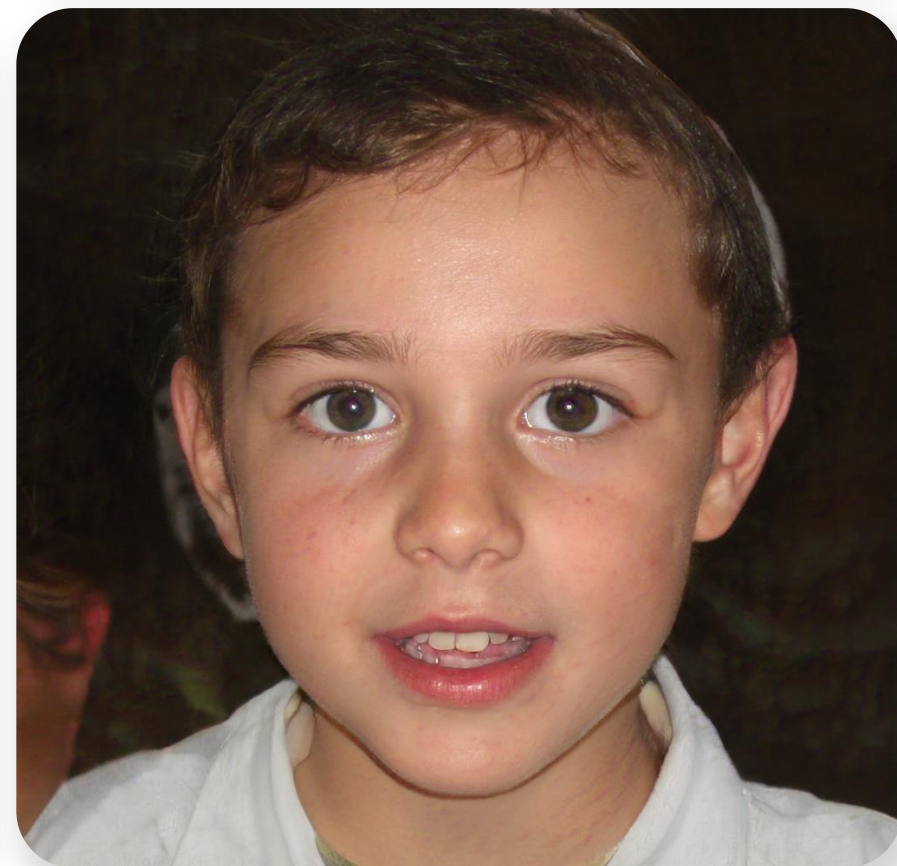


Open	366.16	Mkt cap	328.79B	CDP score	B
High	367.83	P/E ratio	52.00	52-wk high	369.80
Low	344.68	Div yield	1.13%	52-wk low	231.87

[More about Eli Lilly And Co](#) →

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This person does not exist



Real time facecapture and reenactment of RGB videos 2016

University Erlangen-Nuremberg
Max-Planck-Institute for Informatics
Stanford University
CVPR 2016 (Oral)

Source Actor



Target Actor

Real-time Reenactment



Reenactment Result

Finland (1st), Norway (2nd), Denmark (3rd) and Estonia(4th), followed by Sweden (5th) and Ireland (6th), with nearly identical scores, are at the top of the ranking of the Media Literacy Index 2022.

As in previous years, Finland remains No1 among the 41 European countries included in the index. These countries have the highest potential to withstand the negative impact of fake news and misinformation due to the quality of education, free media and high trust among people.





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