



9:25 nachm. · 26. Feb. 2023 **5,1 Mio.** Mio.

11.207 Retweets **622** Zitate **52.085** "Gefällt mir"-Angaben



VELOCITY HACKING

6 TOXIC WAYS TO BREED INFORMATION PATHOGENS ON TWITTER

- Use the attention on the news/events
 /crises of the day to time, frame or shape
 content with audience preference
- Visual differentiation through manipulative captialization, structure, linked content
- Use emotionally charged language, keywords, topics and ideologies to provoke moral outrage
- Target influencers and their audiences with QTs, snapshots or linked content that will likely get a reaction (good or bad!)
- Be fast to react to a viral tweet and produce identically copies in either word/structure/spirit.
- Politicize, polarize, attack, denounce, deceive etc. to signal your tribal allegiance to targeted audiences & to provoke ideological enemies





