Subverting Social Networks

How do you harness the power of a social network?

Gaming the System

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	33 diggs	MSN UK moves	(

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WEB 2.0 EXPLORER

December 27, 2005

Gaming Digg: the KoolAidGuy saga

Posted by Richard MacManus @ 9:01 pm

I've been very impressed by <u>Digg.com</u>'s rise to prominence this year and so I've been looking into the system some more. Alex Bosworth wrote <u>a</u> <u>great post</u> about the Digg system recently, which <u>I blogged</u> and added my comments about whether Digg would be susceptible to gaming. Well today I came across a curious saga, of an anonymous person who goes by the name of 'KoolAidGuy'.

KoolAidGuy has been attempting to game digg.com and indeed wrote a post about it entitled <u>Why Digg's non-hierarchical editorial control does</u> not work and how to exploit it. But don't bother clicking on that link, because <u>koolaidguy's blog</u> has since been removed (it has a 404 error currently) and the only way I could view the post above was looking at <u>Google's cache</u>. What surprised me wasn't so much this person's post, but **the intense reaction of the digg.com users** to koolaidguy's exploits. More on that in a minute, but first here's koolaidguy's mysteriously disappeared post:

Why Digg's non-hierarchical editorial control does not work and how to exploit it

You may think that **Digg** is user controlled but that is not the case. **Digg** is poorly designed and highly exploitable. I am going to show you how I took control of **Digg** today and how easy it was. If you are a **Digg** admin I hope you fix this ASAP.

I have successfully promoted many stories onto the front page. I have been doing this for the past few months. The steps are easy and anybody can do it. First off I register many accounts. Today alone I have registered the following accounts. They are seperated by login/password pairs. If you attempt to login using one of these accounts you will get an error message because they have since been banned.

With each account I started to kill stories from the front page and in the **digg** queue by mass reporting them. A story will be removed with about 7 reports. This is easily accomplished using a bookmarklet. And then I proceeded to **digg** random stories with SEARCH

Search

RECENT ENTRIES

Bill Gates keynote at CES 2006

ZDNET

 Skype announces WiFi and Internet phones at CES - more to come

PRICES

GOVERNMENT IT

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- Gaming Digg: the KoolAidGuy saga
- Ray Ozzie's Christmas Message: 2006 will be Year of Build for Microsoft

THE BLOGGERS



TALES FROM THE WEB 2.0 FRONTIER Written by <u>Richard MacManus</u>, specializing in Web 2.0, RSS and social media

🕶 advertisement

CASERVICE MANAGEMENT GIVES YOU THE BEST OF BEST PRACTICES.



CATEGORIES

RSS
 Social Media



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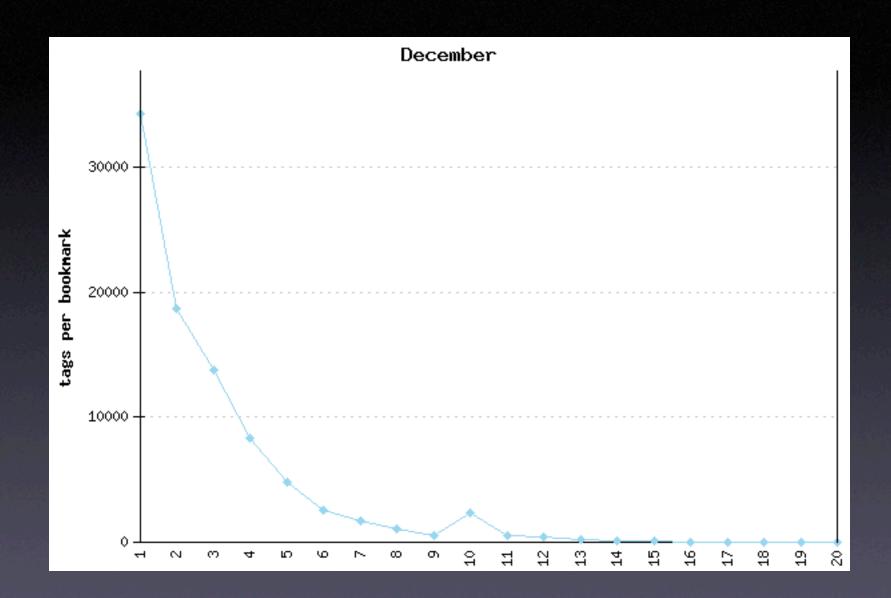
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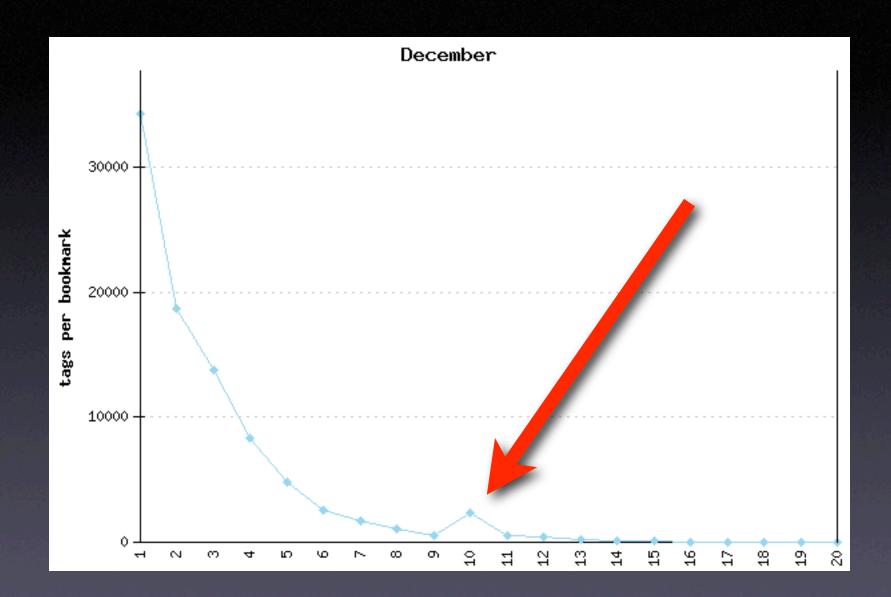
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Re-Branding

Signal of News for Nerds. Stuff that matters.



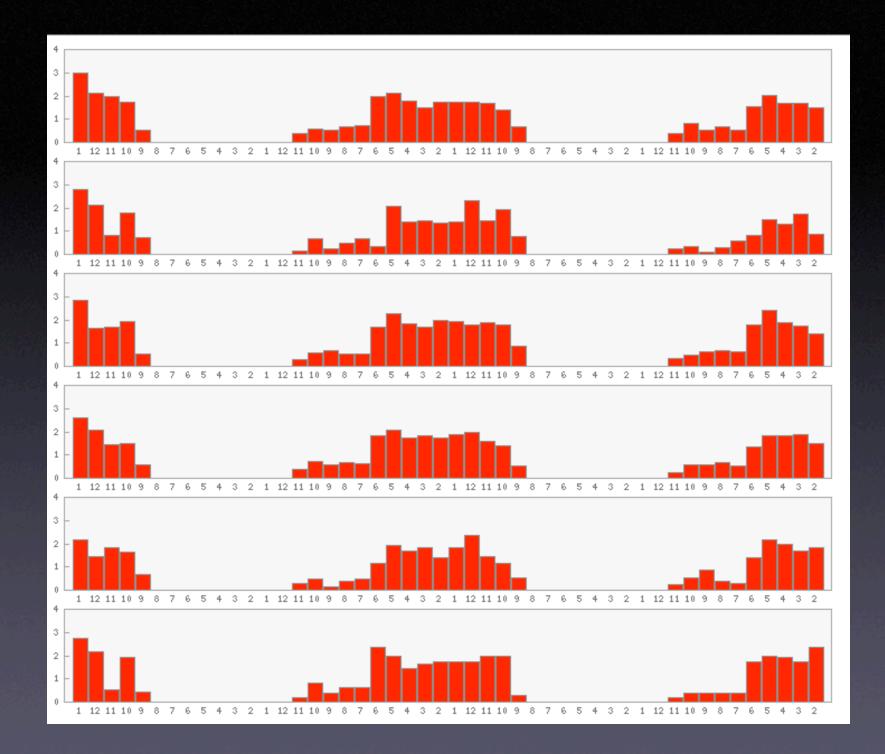


Login	On the Matter of Slashdot Story Selection
Why Login?	Posted by CmdrTaco on Tuesday January 10, @10:30AM
Why Subscribe?	from the there-goes-my-week dept.
	Conspiracy theories again run rampant as users accuse Slashdot Editors of being in cahoots with
Sections	scam artists. Sounds like just a normal day at the office for me. Except that I've decided to say a
Main	few words on Slashdot article selection process and users who try to abuse it. Read on for my rant.
Apache	
Apple	Let's talk about Beatles Beatles. For the uninitiated he's just some dude who submits a lot of stories. He actually
1 more	happens to get a lot of them accepted. We have a number of users like this. Looking at the hall of fame shows you a
AskSlashdot	number of the most successful ones. Now the motivation for getting a Slashdot story accepted (besides fame, glory
6 more	and sexy women who start IMing you naked pictures of themselves mere seconds after a story goes live)is a return
Books	link to the website of your choosing. Your creds. Your 'Reward' for sharing a cool URL with a half a million
BSD	Slashdot readers.
Developers	
2 more	It's not hard to figure out what sorts of stories Slashdot likes. We have a format, and a subject matter. A persistent
Games	user can simply start spamming the bin with a submission about everything he finds that comes even close. If he
22 more	does it enough, he'll get a few through. Especially if he manages to get something reasonable in at 11pm when
Hardware	there's little else to choose from.
4 more Interviews	
IT	Now there is no conspiracy. There is some Roland guy who's last name i can't spell who submits stuff all the time
2 more	and people thought for awhile he was Timothy. Lately there is a Beatles Beatles user who conspiracy theorists now
Linux	think is Scuttlemonkey. We don't know these people. They are not aliases for us. They aren't paying us. 3 months
2 more	from now it will be somebody else.
Politics	
Science	Now these submitters each have their problems. In Roland's case, he likes to link to his personal blog where he
3 more	writes mediocre summaries of stories that add nothing to the original. In BBs case, he just cuts and pastes
YRO	paragraphs from linked pages. Both use their return link to link a web page which is, in my opinion, pretty
	worthless.
Help	
FAQ	Now technically speaking, we could add a nofollow to their URLs. Or strip them entirely. But that puts me into the
Bugs	position of editing not just the submission, but the submittor, and i really don't think that this is "Right".
Stories	Part of the Slashdot Editor's job is to make a submission "Presentable". Usually this means moving a few URLs
Old Stories	around. I'd guess a good half of story submissions use the word 'here' or 'article' or something equally stupid as their
Old Polls	anchor text. I prefer relevant words to be linked. There are other minor things tho, like taking off extra intros like
Topics	"Hi guys I read Slashdot every day and thought you would like this". We want the Slashdot story to be mostly
Hall of Fame	distilled down to the essentials. Just the key 3-4 sentences.
Submit Story	-
	Should past of this process he checking the UDL of the submitter to make sure that it is legitimate? Does that really

Acting Normal

• Delicious

- Digg
- Spurl
- Reddit
- Blinklist
- Blogmarks





Usernames







Verification Emails

IP Blocking



l Part: Paid Blogging

MARQU



HOME SOLUTIONS ABOUT US

CLIENTS PARTNERS

NEWSROOM

Press Releases Events Recent Coverage Blog MARQUI BLOG CONTACT US



Press Release

Marqui Pays Bloggers in Revolutionary Marketing Move

Marqui Pays Bloggers In Revolutionary Marketing Move Generates 244,000 Google Hits in One Week

Vancouver, B.C. / Portland, Ore. – December 2, 2004 – Marqui, a provider of Communications Management Software (CMS) for marketing and business managers, today announces the launch of their innovative, trust-based blogging program. Marqui will pay approximately twenty bloggers \$800 per month to write about the company and has signed three-month contracts with each of them.

The bloggers are required to write about the company once a week and display a logo on their site indicating that they are paid by Marqui. In order to preserve the bloggers' integrity, the company will pay each blogger for the duration of the contract, regardless of the positive or negative nature of the feedback.

Marqui is posting all terms and conditions on their web site (<u>www.marqui.com/paybloggers</u>), and will link to the blogs and the discussions they generate. Much like a public focus group, Marqui hopes the bloggers will start discussions about products that will yield suggestions for future developments. And, like the next iteration of public forums, Marqui believes bloggers will uncover leads – both for sales opportunities and developer partner leads. The company will pay their contracted bloggers for each qualified lead.

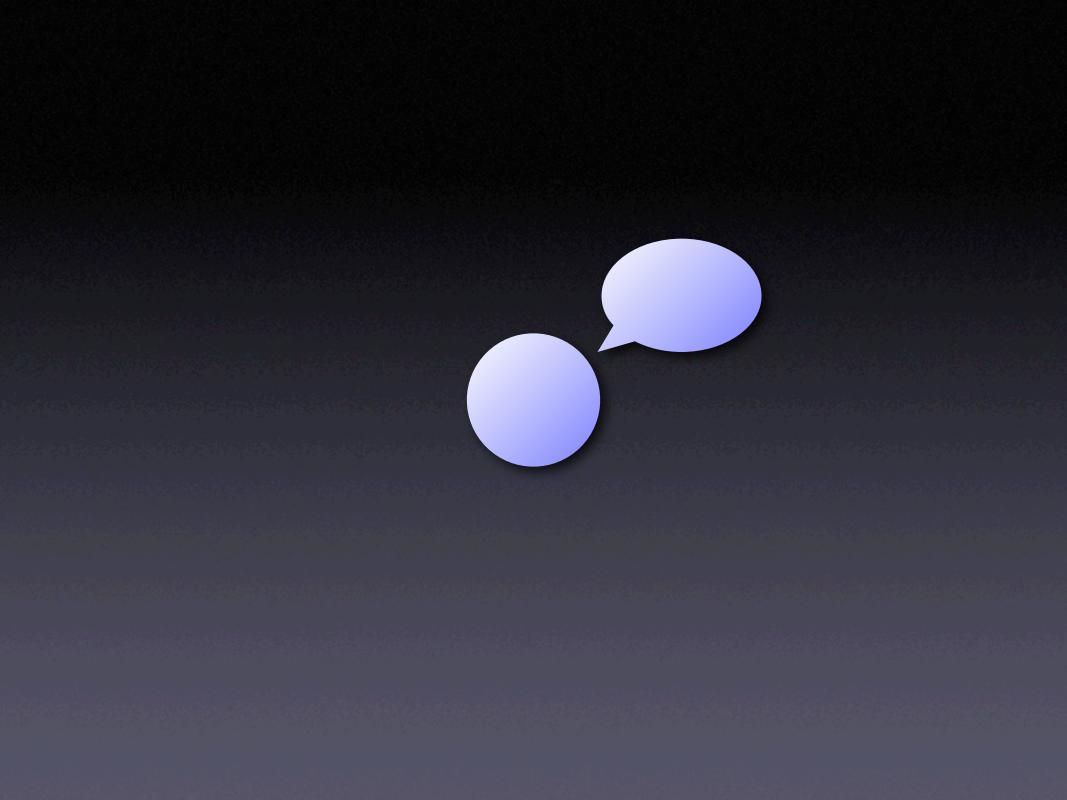
Marqui's Software-as-a-Service (SaaS) will be positioned into the blogosphere not as a tool for bloggers or blogging, but as a new approach to providing easy-to-use tools to marketers who want to take control of their own messages and brands in all communication vehicles.

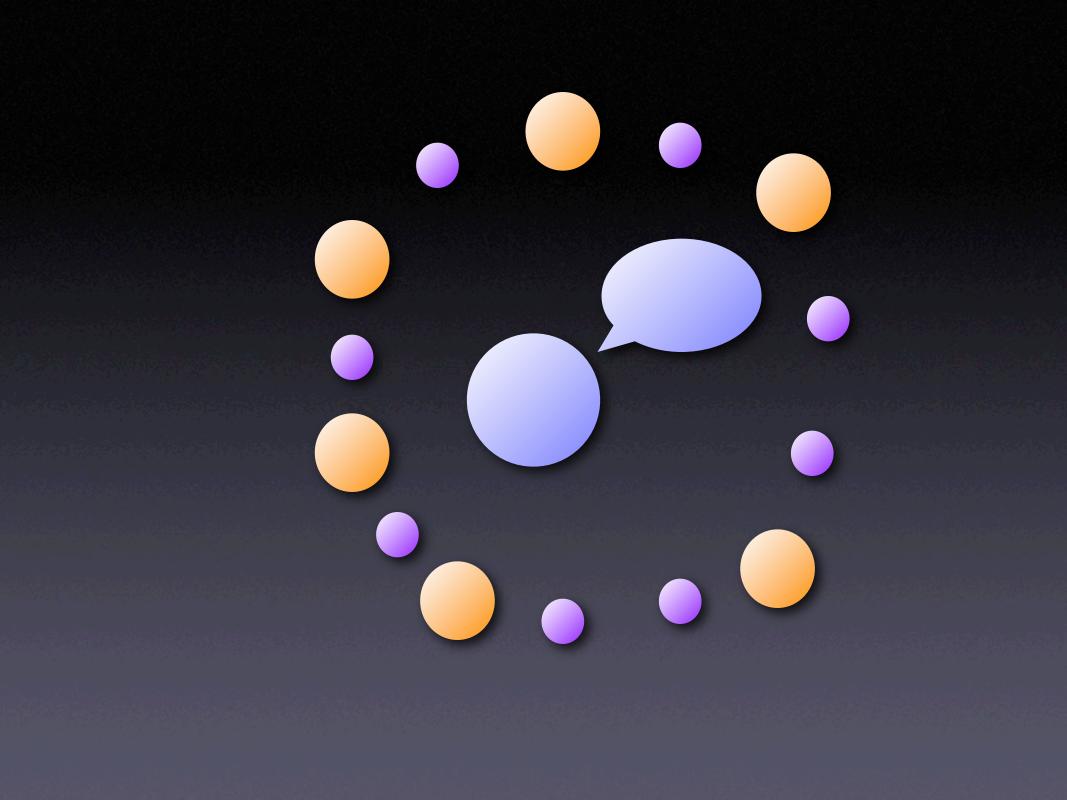
Marqui's solution outputs 'scalable content' sending it to newsletters, newswires, document management systems, corporate intranets or even in raw XML, in addition to web sites and email campaigns.

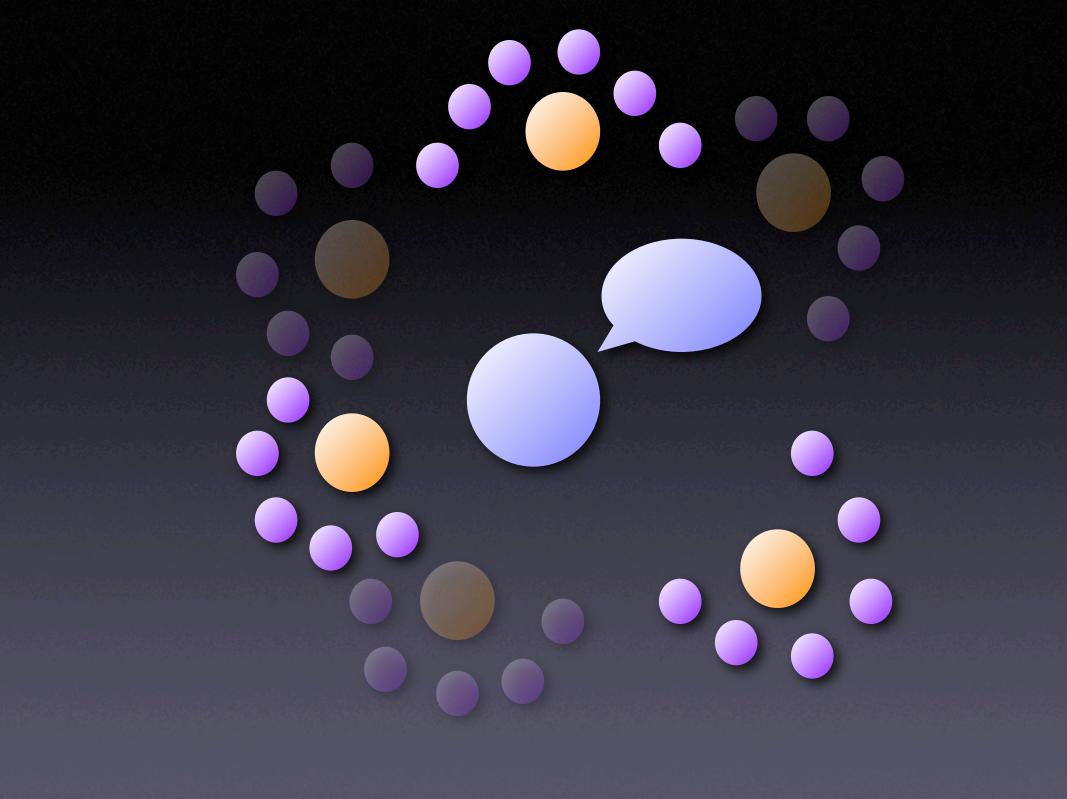
Communications management combines the flexibility of content management systems and scalable content distribution with the power of email campaigning and the structure of workflow management. This burgeoning new area is part of the Web 2.0 – a pragmatic reaction to the excesses and inefficiencies of Web 1.0. Marqui's unique approach enables customer's legacy systems to remain in place, while marketers and employees can take control of their own messages and undate content quickly and eacily.



Experiment failed.





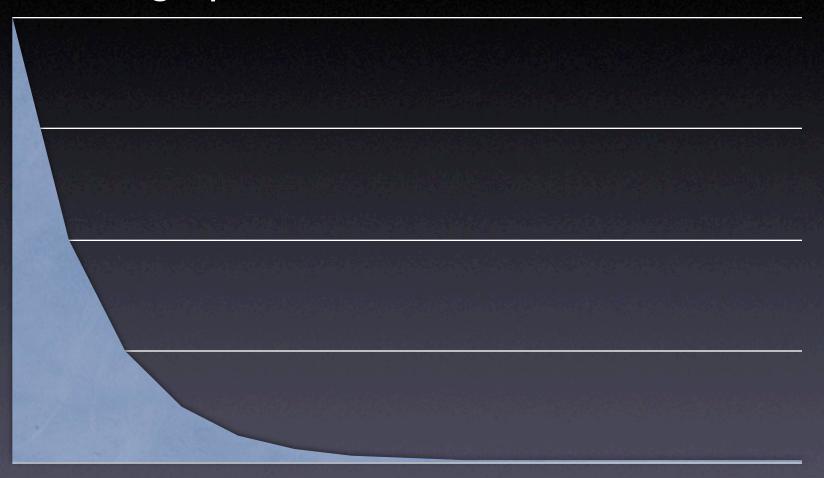


"Sell-out"

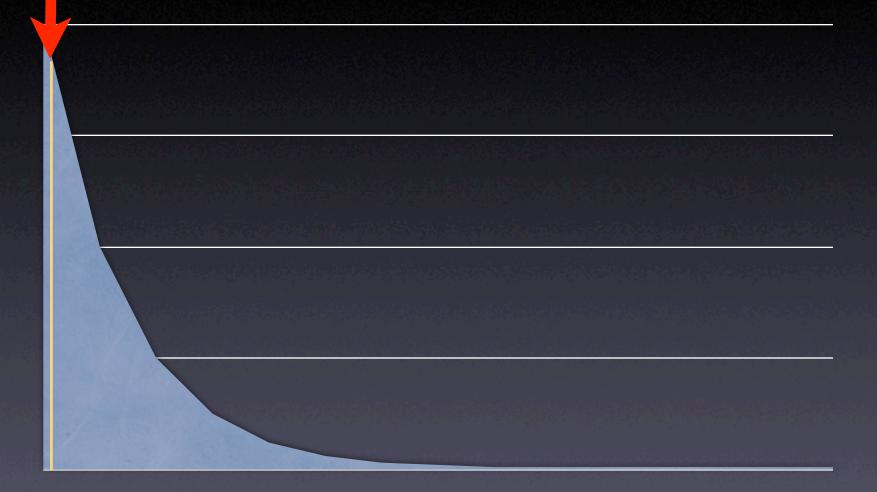
Weekly Obligation.

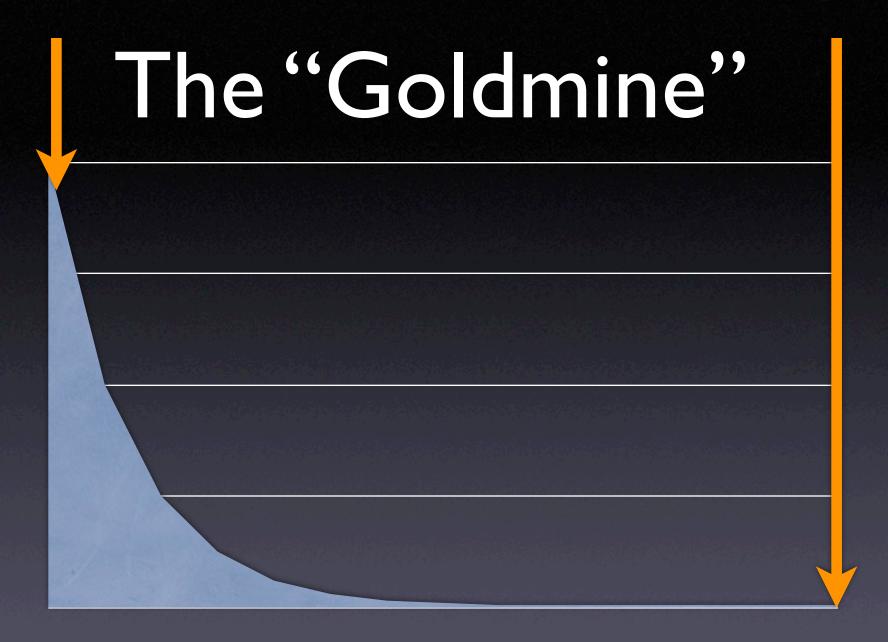
Did not tap the 'long tail'

The blogosphere



The market tapped





l Part: Mechanical Turk

amazon mechanical turk Artificial Artificial Intelligence	What is Mechanical Turk? Welcome HITs Qualifications	<u>Sign In</u> or <u>Register</u> FAQ
Search: HITs	Introduction Dashboard Status Your Account	(60)
,,		

Complete simple tasks that people do better than computers. And, get paid for it. Learn more.

Choose from thousands of tasks, control when you work, and decide how much you earn.

If you are a software developer and would like to learn more about using Amazon Mechanical Turk APIs, <u>click here.</u>

Get Started Now

STEP 1 Find

Find HITs to work on

What is a HIT?

HIT stands for Human Intelligence Task. These are tasks that people are willing to pay you to complete. For example a HIT might ask: "Is there a pizza parlour in this photograph?" Typically these tasks are extraordinarily difficult for computers, but simple for humans to answer.

How do I find HITs to work on?

Just click the "Get Started Now" button to browse thousands of available HITs, without any obligation.

STEP 2

Finish Work & submit your HIT

How do I work on a HIT?

Once you have chosen a HIT to complete, click the "Accept HIT" button to have it assigned to you.

Follow the instructions on how to complete the HIT and when you are done, click the "Submit " button to save your answer.

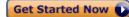
STEP 3

Earn Get paid for your work

How do I get paid? You are paid when your answer is an

You are paid when your answer is approved by the person that listed the HIT.

The money you earn is deposited into your Amazon.com account, where you can turn it into cash at any time by transferring it to your personal checking account.



Please provide us feedback

About | Contact Us | Developers | Press | Privacy Notice | Conditions of Use @2005 Amazon.com, Inc. or its Affiliates.

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All HITs 11	1-20 of 23 Results					
Sort by: Num!	ber of HITs (most first) 🔄 🥺	Show all details	Hide all details	<u>First</u> ≪	Previous	< <u>1</u> 2 <u>3</u> → <u>Next</u> ≫ <u>Last</u>
Rank Your Top	3 Miami, FL					View a HIT in this group
Requester:	Amazon Requester Inc.	HIT Expiration Date:	Jan 28, 2006 (2 weeks 6 days)	Reward:	\$0.01	
		Time Allotted:	60 minutes	HITs Available:	20	
Rank Your Top	o 3 Austin, TX					View a HIT in this group
Requester:	Amazon Requester Inc.	HIT Expiration Date:	Jan 28, 2006 (2 weeks 6 days)	Reward:	\$0.01	
		Time Allotted:	60 minutes	HITs Available:	20	
Rank Your Top	o 3 Houston, TX					View a HIT in this group
Requester:	Amazon Requester Inc.	HIT Expiration Date:	Jan 28, 2006 (2 weeks 6 days)	Reward:	\$0.01	
		Time Allotted:	60 minutes	HITs Available:	20	
Rank Your Top	o 3 Phoenix, AZ					View a HIT in this group
Requester:	Amazon Requester Inc.	HIT Expiration Date:	Jan 28, 2006 (2 weeks 6 days)	Reward:	\$0.01	
		Time Allotted:	60 minutes	HITs Available:	20	
Rank Your Top	3 Silicon Valley, CA					View a HIT in this group
Requester:	Amazon Requester Inc.	HIT Expiration Date:	Jan 28, 2006 (2 weeks 6 days)	Reward:	\$0.01	
		Time Allotted:	60 minutes	HITs Available:	20	
Rank Your Top	o 3 Detroit, MI					View a HIT in this group
Requester:	Amazon Requester Inc.	HIT Expiration Date:	Jan 28, 2006 (2 weeks 6 days)	Reward:	\$0.01	
		Time Allotted:	60 minutes	HITs Available:	20	
Rank Your Top	o 3 Denver, CO					View a HIT in this group
Requester:	Amazon Requester Inc.	HIT Expiration Date:	Jan 28, 2006 (2 weeks 6 days)	Reward:	\$0.01	
		Time Allotted:	60 minutes	HITs Available:	20	
Rank Your Top	o 3 Boulder, CO					View a HIT in this group
Requester:	Amazon Requester Inc.	HIT Expiration Date:	Jan 29, 2006 (3 weeks)	Reward:	\$0.01	
		Time Allotted:	60 minutes	HITs Available:	20	
Rank Your Top	o 3 Atlanta, GA					View a HIT in this group
Requester:	Amazon Requester Inc.	HIT Expiration Date:	Feb 2, 2006 (3 weeks 3 days)	Reward:	\$0.01	
		Time Allotted:	60 minutes	HITs Available:	4	
Dank Vaun Tan	3 San Francisco, CA					View a HIT in this group

Rank Your Top 3 -- San Francisco, CA

View a HIT in this group

Posts tagged mechanical turk in the last 55 days

Know when to fold 'em

😰 In Bitporters Media 9 days ago

Know when to fold 'em December 30th, 2005 I've decided to scrap the Bitporters Text Translation Service (BTTS). This is hard for me to do because I...

How to bootstrap an AMT based business.

[In Bitporters Media 23 days ago

How to bootstrap an AMT based business. December 16th, 2005 I'm shocked at how few Requesters there are on Amazon Mechanical Turk (AMT) right now. I...

This one goes out to all my (C# 2.0) homies In Bitporters Media 23 days ago

This one goes out to all my (C# 2.0) homies December 15th, 2005 This is really rough right now but here is my Amazon Mechanical Turk controller class...

Mechanical Turk Update

By Peter Fleck in The PF HYPER Blog 24 days ago

David Strom has an interesting post on Amazon's Mechanical Turk (which I blogged here). The Turk supplies a way to do menial computer-related jobs...

A Matter of Trust People are smarter than a...

😰 In Bitporters Media 25 days ago

A Matter of Trust - People are smarter than algorithms December 13th, 2005 I just read the Turk Lurkers post about building trust relationships...

On Social Tagging...

In connecting*the*dots 27 days ago

As social tagging catches on beyond the early adopters, content and commerce domains will begin to open their information architectures to empower...

On Social Tagging... P By Sean Coon in connecting*the*dots 27 days ago

As social tagging catches on beyond the early adopters, content and commerce domains will begin to open their information architectures to empower...

Popular & Profitable.

Solution: Paid Social Networking

How does it work?

Advertisers place a bid.

Example: \$0.50 to review my product on MySpace.

User Verified and Paid.

Paid regardless of review quality/content.

Advertiser can rate user's performance.

Example: \$0.50 review, done excellently: 100 points.

\$0.50 done poorly: 0 points

The more points a user has, the better the jobs they can get.

Principles

User must be able to review a product.

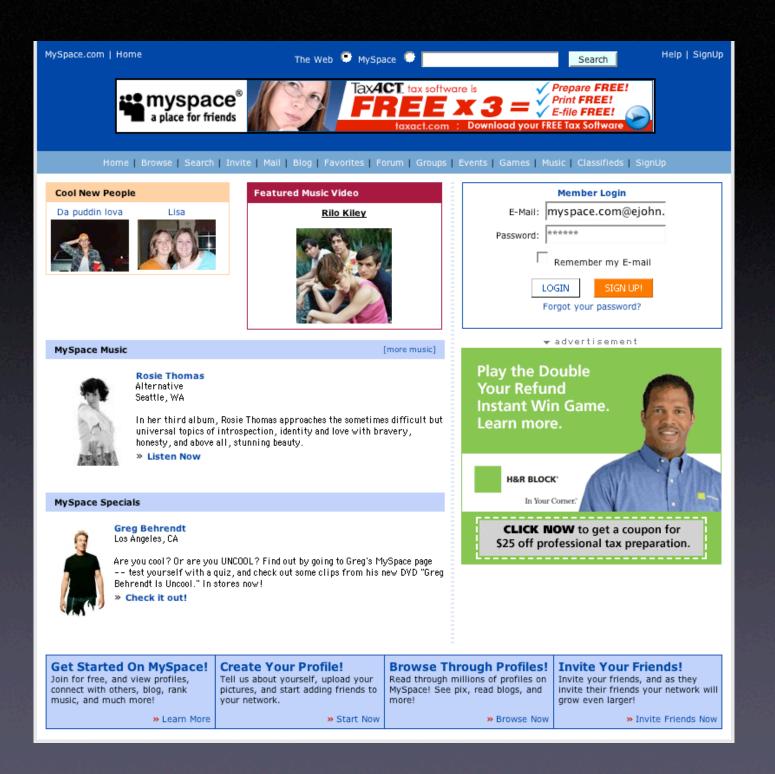
Not just a simple 'vote up'

(e.g. No Digging)

2) User must be able to say that they're being paid.

The service must remain ethical.

The Services



User's can befriend other users.

and write blog posts.

del.icio.us

your bookmarks | inbox | for | post

popular | help

search

logged in as phytar | settings | logout

Recent and popular items

recent (what are these?)

The first law of RSS (updated) by alexmorganis ... and 4 other people ... copy

historieniezpalcawyssane to blog by pajeczaki.blog ... copy

2.13.61 Henry Rollins's publishing company to writing by ravensghost ... and 1 other person ... copy

BCC Library Media Center: Media Services to school by shinybug ... copy

Anthonares: Why Science Isn't Cool to Posts Science Media Education by anthonares.net ... copy

The Lowlife Guide to St. Louis: Cheap, Unique Restaurants & Bars to st_louis restaurant by sobolevnrm ... and 2 other people ... copy

to st_louis restaurant by sobolevinin ... and 2 other people ... copy

Torrent Portal - Backed up Games, Apps, Movies, TV and more to bittorrent torrents torrent by expatnomad ... and 22 other people ... copy

CSS Menus - QNX Style - Standards Version to css by georgesb ... and 8 other people ... copy

little. yellow. different.

to asianamerican blog culture queer humor by toastykitten ... and 88 other people ... copy

Mozambique - History and Politics to africa mozambique iss by dikaiosunh ... copy

SuperCard CF SuperPass Pre Order - cheapmod.net by grafster ... copy

Bellevue Community College to school by shinybug ... copy

Zen: One of The Blended Religion of Tao and Buddha: Sihkism, Zen Buddism, Church of God by mindcrime_cpphacker.co.uk ... copy

Geeks to Go Forums -> Easy XP Tweaks Second Edition 00:24 to easy+xp+tweaks by karthi ... and 1 other person ... copy

popular see more popular tags »

books Reader² Textbook Revolution Classic Texts Lulu : Marketplace for a World of Digital Content

game

minutes ago

Sudoku Solver: the free utility from DeadMan's Handle Home 腕利きプログラマーは遊びの遺伝子継ぐ任天堂社長 岩田 聡さん (44歳) PT GAMES - Free Online Games :

tennis

The Championships, Wimbledon 2004 The US Open 2005 - Grand Slam Tennis - Official Site by IBM World's Top Tennis Stars Practice at Burj Al Arab, Dubai optus_tennis_site_edited

tickets

00:14

00:18

Ticket Assassin RazorGator - Hard-To-Get Tickets for Sports, Concert and Theater Events Michael Stone Jr. - The Definitive Guide To Speeding Tickets Buy & sell tickets at StubHub.com

itunes

iPodDisk: iPod as iDisk Anil Dash: Dos and Don'ts for Beating the iPod (and iTunes) OmniGraffle Musical Taste [Octiv] iTunes用オーディオプラグイン [Volume Logic iTunes Plug-in for Mac / Win]

oil

George Monbiot » Worse Than Fossil Fuel DIE OFF - a population crash resource page

Users can add (and comment on) links.

Signed in as 💽 John		Account Watc	hlist Blogs	Profile	Help	🕲 Sign Out		
[Technorat	[™] Search Tags	^{:вето:} Blog Finder Po	opular A	bout				
Your Watchlist	atchlist Your Blogs Account							
♀google affiliate ♀ejohn.org/		⊘ideashrub weblog ⊘blog - john resig ⊘john resig - home		Claim BlogEdit ProfileUpload Photo				
Sponsored link: Your Ad Here Tell the world about your site with an ad right here! Your Ad Here								
Search 24.7 million blogs for the latest on:								
					SEA	RCH		
	Top Searches This Hour 1. "The Wiretappers" 2. "David Brooks" 3. "Nicholas Kristof" 4. "Tom Delay"	he Wiretappers" 6. Kristof avid Brooks" 7. "Paul Krugman" icholas Kristof" 8. Dowd		Featured Blogger				
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